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ABSTRACT

This report summarizes the educational activities of American corporations committed to addressing specific education needs and issues through a wide range of programs. The report presents synopses of partnerships for educational improvement between 186 Business Roundtable member companies and public elementary and secondary schools nationwide. Many of the programs described represent member company response to a 1988 initiative of the Education Committee of the Human Resources Task Force of the Business Roundtable. Chief executive officers were challenged to commit corporate efforts to education reform in at least one city where their companies do business. The report is comprised of introductory material, describing the background and scope of business involvement in education partnerships, and brief program synopses, arranged alphabetically by company. The introduction notes that by helping students to attain their full potential, business can fulfill its need to compete effectively in the international marketplace. The skills gap between job needs and worker capabilities can be addressed through business intervention and assistance. The synopses of company activities describe programs involving a variety of targeted areas, including academic disciplines, career awareness, civic and character education, drug prevention, dropout prevention, and the disadvantaged. Synopses include member company contacts. A company index is appended. (AF)

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The Business Roundtable

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Business means business about education

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The Business Roundtable recognizes that our country must have a world class education system if it is to maintain its economic and political preeminence. This means we must actively work to improve the way our children are educated. As business leaders, we are committed to giving America's children the opportunity to make the most of their potential. In turn, this will enable us to compete effectively in an increasingly competitive international marketplace.

This report summarizes a wide range of educational activities by Business Roundtable member companies that are addressing specific education needs and issues.

What has been accomplished to date through educational partnerships clearly demonstrates that business *can* help improve our schools. What we are learning from the participatory process can be turned to advantage elsewhere. What all this illustrates is that business means business about education.

We recognize that these brief summaries do not do justice to the companies' various programs. While they provide substantial evidence of the diversity of efforts, they fall short of capturing the full context and depth of relationships that are developing among business, government and education — and the accomplishments that result. However, we hope that, together, these synopses will stimulate ideas and encourage broader business involvement and investment in our nation's public education enterprise. In the end, education is our nation's most important business.

John L. Clendenin

Chairman, Education Committee of The Human Resources Task Force, The Business Roundtable
Chairman and Chief Executive Officer, BellSouth Corporation

In 1988, The Business Roundtable published a report entitled "The Role of Business in Education: Blueprint For Action" that provided an education strategy and recommendations for action.

Since then, the education committee of the Roundtable has fostered a two–fold strategy: 1) member company participation in the debate on education public policy issues at the federal, state and local level; and 2) member company participation in school/business programs in individual communities.

The rationale is clear. How well we educate all of our children will determine our competitiveness globally, our economic health domestically and our communities' character and vitality. While American education has made undeniable progress in recent years, the pace of this progress is not keeping up with the pace of change in business, technology and commerce.

There is a growing gap between our nation's educational achievements and that of other developed countries. In a recent International Assessment of Mathematics and Science, the Educational Testing Service reports that our nation's 13–year–olds rank last in mathematics and near last in science.

Our work force is changing dramatically. White females will constitute 42 percent of the new workers entering the labor force by the turn of the century. Immigrants will comprise 22 percent of these new workers; minority group members, 20 percent; and white males, 15 percent.

As the work force mix is changing, a skills gap is growing between the needs of our increasingly complex jobs and the capabilities of our workers. The fastest growing jobs require much higher language, mathematics and reasoning capabilities. Too few of our young people are equipped with the skills, versatility and values needed in our growing and changing economy. When our young people cannot compete as individuals, we cannot compete as a nation.

BACKGROUND

At its September 1988 meeting, The Business Roundtable Policy Committee discussed the critical importance of business leadership in partnerships with education and the powerful role that can and must be played by the CEOs of the Roundtable. There was general consensus on the need to move ahead with personal, direct action, using corporate resources to help stimulate education reform.

During the last quarter of 1988, the Education Committee of The Human Resources Task Force of The Business Roundtable challenged Roundtable chief executive officers to select at least one city where their company does business, and make a strong corporate commitment to become more actively involved in some aspect of education reform in that community. Their responses to this challenge were positive and enthusiastic.

These corporate leaders clearly communicated that they believed their involvement in education improvement yields mutual benefits. These include significant economic and social returns on their investment, such as providing a literate, trained, skilled workforce for their companies, a better business climate in their communities and a better competitive edge in the global marketplace. They also indicated that their concern is ultimately about our nation's young people, and their purpose is to advance student learning, to provide economic opportunity to all young people, and to secure the future for succeeding generations.

Numerous companies requested the opportunity to see what others are doing and indicated an interest in perhaps contacting corporations undertaking similar initiatives or working in the same communities on common issues. Corporate contact names and telephone numbers are provided so that readers may follow up as desired.

These individual corporate efforts with schools and school systems are indeed impressive. Viewed individually, they provide a rich storehouse of innovative ideas and exciting examples of what a single corporation can do. Viewed collectively, they are making a substantial contribution to improving the quality of public education in our country. Together, they illustrate that business means business about improving education.

THE SCOPE OF BUSINESS INVOLVEMENT IN EDUCATION PARTNERSHIPS

According to a February 1989 report by the National Center for Education Statistics, "Education Partnerships in Public Elementary and Secondary Schools," between 1983–84 and 1987–88, the number of education partnerships nationwide in public elementary and secondary schools rose from 42,200 to 140,800. More than nine million students — 24 percent of all public school students — were directly involved in education partnerships. Fifty–two percent of all partnerships were sponsored by businesses, and another five percent were sponsored by business organizations (e.g., chambers of commerce). Small businesses (fewer than 50 employees) sponsored 22 percent of all education partnerships, medium–sized businesses (50–500 employees) sponsored 16 percent, and large businesses (more than 500 employees) accounted for 14 percent.

Overall, 70 percent of schools were in partnerships with businesses during 1987–88. Thirty–nine percent of public schools had large business sponsors, and 34 percent had small business sponsors.

Overall, 31 percent of partnerships targeted academic areas — math or science (12 percent), reading or writing (12 percent) and arts or humanities (7 percent). An additional 17 percent targeted career awareness, and 16 percent targeted civic or character education. Smaller numbers of partnerships targeted drug prevention (7 percent), dropout prevention (5 percent) or the disadvantaged (4 percent).

Following are brief synopses of The Business Roundtable member companies' education improvement activities:

ABBOTT LABORATORIES, realizing that education is the only way to stop the spread of AIDS and other sexually transmitted diseases, joined with the American Social Health Association to develop an education program on sexually transmitted diseases for use with students in grades 7–12. Each spring, about 200 students and teachers from 15–20 local high schools visit the company's headquarters in Lake County, Illinois, for Science Student Days. Each summer, Abbott sponsors internships for local science teachers who gain hands–on experience in the company's high–technology laboratories that helps them teach more realistically about science in industry. Abbott also underwrites local science teachers' attendance at the Summer Institute for Science and Mathematics Teachers, conducted by the Fermi National Accelerator Laboratory in Batavia, Illinois. During the school year, other teachers participate in in–service programs with Abbott scientists. Each fall, local science and health educators visit Abbott for company–sponsored seminars on current health topics, presented by Abbott scientists.

Contact: O. Ralph Edwards Jr., Vice President, Personnel, (312) 937–3960

AETNA LIFE & CASUALTY COMPANY's involvement in education focuses on improving the education and preparation for employment of disadvantaged students, primarily those in inner–city public schools. Activities range from a variety of Adopt–A–School volunteer and assistance programs in Hartford and 40 or more field office communities as well as more focused initiatives in two areas: (1) increasing the retention and advancement of minorities through all stages of the educational "pipeline"; and (2) improving the employability skills of the disadvantaged. In connection with the latter, Aetna is implementing Stepping Up, a company–wide effort that includes training for Aetna jobs, in addition to community involvement in dropout prevention, education improvement and job training.

Contact: Gail B. Promboin, Assistant Vice President, Corporate Public Involvement, (203) 273–3125

AIR PRODUCTS AND CHEMICALS, INC. provides a variety of programs for primary through college–age students, including career awareness for both students and faculty, tours, donation of surplus equipment, Liquid Nitrogen Demonstrations, the Franklin Institute Traveling Science Show, a film and library interloan program, sponsorship of Junior Achievement companies and Young Audiences, a performing arts show for primary schools. At its headquarters location, Air Products has "adopted" a local school district, providing the programs mentioned above as well as sponsoring of an aquatic ecology curriculum development project and a "foreign language bank," which pairs bi–lingual employees with non–English speaking students to enhance communication between the student and the school. Air Products is a charter member of School Works!, an initiative begun by the local chamber of commerce to develop similar partnerships with additional schools.

Contact: Ellen C. O'Connor, Community Relations Representative, (215) 481–8527

ALUMINUM COMPANY OF AMERICA (ALCOA) Foundation has been turning more attention to elementary and secondary education in support of its belief that education is the cornerstone of a sound economic system. The Foundation has increasingly sought to help educational programs at the school district level that provide initiatives for students, a means of educating educators, innovative methods of teaching, and help for educationally disadvantaged and at–risk students. The Mini–Grants for Teachers program and MATHCOUNTS are two that stand out at the elementary and secondary levels. Alcoa Foundation dollars are also being invested in programs for business/education partnerships, pre–engineering, economic education, and retention and development of students in communities where the Aluminum Company of America has operating facilities.

Contact: F. Worth Hobbs, Vice President, Alcoa Foundation, (412) 553–4694

AMERICAN BRANDS, INC. actively supports public educational institutions and initiatives to improve the quality of education. Major funding goes to colleges and universities principally in communities where it has operations. Programs at the primary and secondary levels include Reading is Fundamental,

"Education reform is without question one of the most urgent societal needs in America today."

William J. Alley
Chairman and CEO
American Brands, Inc.

Junior Academy of Science and a local Business/Education Alliance, which is committed to maximizing the career potential of high school students entering the workforce. The company also supports a number of organizations which enhance opportunities for minorities, including the United Negro College Fund, Florida A&M and the LEAD Program in Business. To improve economic literacy, the company lends executive talent and financial support to Junior Achievement and to various state Councils on Economic Education.

Contact: Roger W.W. Baker, Director of Communications, (203) 698–5148

AMERICAN CYANAMID COMPANY is participating in the PASS Plan, which focuses on the cities of Passaic and Paterson, New Jersey. The program comprises a joint effort among businesses, boards of education and community organizations to offer incentives to young people to stay in school and succeed. Graduates of Passaic and Paterson high schools who meet the basic performance standards of the PASS plan will gain access to quality entry–level jobs.

Contact: Martin B. Friedman, Vice President, External Affairs, (201) 831–3476

AMERICAN EXPRESS COMPANY's philanthropic program supports public/private partnerships at the national and local levels that help children and youth to stay in school, prepare for constructive careers, and achieve a smooth transition from school to work. The company's emphasis is on programs that: 1) assist public schools in providing the knowledge and skills necessary for employment in the service sector, especially financial services and travel and tourism; 2) improve educational opportunities for at–risk students; and 3) improve ability of schools to deliver services to students. Since 1982, American Express has established its successful two–year, career–related Academies of Finance and Academies of Travel & Tourism in high schools in 15 U.S. cities. It is devoting substantial resources to the establishment of a National Academy Foundation that will expand the program to other cities and extend the Academy model to other business career areas.

Contact: Ida F.S. Schmertz, Senior Vice President, Corporate Affairs, (212) 640–4819

AMERICAN HOME PRODUCTS CORPORATION is implementing plans through the New York City Partnership to participate in two important efforts. Join–A–School will link the corporation with a designated high school and the Teacher Summer Business Training and Employment Program will allow teachers to acquire the business orientation that is critical to today's education.

Contact: Kathy Ferguson, Assistant Director, Employee Relations, (212) 878–5050

AMERICAN TELEPHONE AND TELEGRAPH COMPANY (AT&T) Foundation is funding model projects in major urban centers. For example, in Los Angeles, in partnership with the Achievement Council, AT&T is funding an improvement program for principals, counselors and teachers at some of the city's most troubled schools. AT&T has also joined the Intercultural Development Research Association to support intervention projects in Dallas and Houston that involve mentoring by faculty and parent training. The AT&T Foundation expects to support comparable efforts in Chicago, Atlanta, San Francisco/Bay Area and cities in New Jersey.

Contact: Reynold Levy, Corporate Vice President, (212) 605–5959

"The Business Roundtable members must put public education at the top of their priority list."

Robert E. Allen
Chairman of the Board
AT&T

AMERITECH, through the Ameritech Foundation, gives priority to Ameritech Fellowship Programs, established at 10 major universities in its five–state area, and the Ameritech Partnership for Independent Colleges, which serves to reaffirm the role and value of 116 private colleges as institutions of higher education in the Great Lakes region. The Ameritech Foundation is also taking a proactive approach to planning initiatives that improve the quality of public education in Illinois, Indiana, Michigan, Ohio and Wisconsin at the elementary and secondary levels.

Contact: Michael E. Kuhlin, Director, Ameritech Foundation, (312) 750–5223

AMOCO CORPORATION has been working with other businesses, educators, parents, community and civic leaders, and public agencies to implement reforms in the Chicago public school system. As a result, the Illinois legislature has approved a school reform bill, effective July 1989. Amoco's objective in Chicago

is to participate in a structured reform process and provide support mechanisms in implementing needed changes. For example, Amoco is piloting a public service program entitled "Turn Homework into the Power Hour," which encourages Chicago parents to get involved in their children's education, and to set a time and place for them to do homework. This effort has been promoted with three 30–second television commercials (aired during prime time in English and Spanish), homework tips brochures, classroom posters, newspaper ads, billboards, bus/train panels and a poster contest. Also, the Amoco Foundation concentrated nearly half of its $22 million budget on educational programs and organizations nationwide in 1988.

Contact: Gene E. Cartwright, Manager, Community & Urban Affairs, (312) 856–5671; or Bob L. Arganbright, Executive Director, Amoco Foundation, (312) 856–2050

ANHEUSER–BUSCH COMPANIES, INC. has traditionally supported education through national programs, on the elementary and secondary levels in the communities where it does business, and targeted support of colleges and universities. Approximately 25 percent of the company's charitable giving, or more than $5 million annually, benefits education. Activities include the Anheuser–Busch Foundation Matching Gift Program, which provided $135,000 in 1988 to match employee gifts to educational institutions; national support of the United Negro College Fund Parade of Stars and the National Hispanic Scholarship Fund; participation in Inroads, a nonprofit organization employing students throughout the country as interns; support for the Corporate/Community Schools of America, an innovative pilot program to benefit at–risk urban children; major contributions to benefit Students Against Drunk Driving (SADD); and substantial capital gifts to such institutions of higher learning as William and Mary, Florida A&M, St. Louis University, Washington University, the University of Missouri, the University of Arizona and UCLA.

Contact: JoBeth Brown, Secretary, Contributions Committee, (314) 577–2454

ARMSTRONG WORLD INDUSTRIES, INC. has recently announced their support for a new program in Lancaster, Pennsylvania, that will encourage

minority students — beginning in the eighth grade — to stay in school and to pursue higher education. Initiatives for 1989 include support for the U.S. Chamber of Commerce's sponsored college loan program and bringing Inroads — a national program that includes career–related internships for minority students — to Lancaster. Beginning in 1993, Armstrong will provide financial aid for minority students entering Millersville University from McCaskey High School of Lancaster.

Contact: Stephanie C. Reilly, Manager, College Relations, (717) 396–2541

ASHLAND OIL, INC. recently underwrote a national public service advertising program aimed at dropouts. Ashland has initiated advertising programs in four states — Ohio, West Virginia, Kentucky and Minnesota — which recognize the importance of quality teaching and teachers. As a part of this program, exemplary teachers have the opportunity to share in $50,000 in recognition awards in each state. Additionally, Ashland has developed an innovative program in Kentucky and West Virginia that sends children in grades 4–9 to college campuses for a day. The program is being shared with other states and communities. Ashland also has a special video program for elementary schools, which, while showing how television commercials are made, challenges children to learn and stay in school.

Contact: R.C. Owen, Advertising Manager, (606) 329–3586; or H.T. Wiley, Advertising & Communications Director, (606) 329–4734

"Business leaders must collectively use both our personal and corporate resources to improve education in this country."

John R. Hall
Chairman and Chief Executive Officer
Ashland Oil, Inc.

ATLANTIC RICHFIELD CORPORATION (ARCO) is focusing on educational improvement initiatives mostly in the Southwest and West, and is directing many efforts at early childhood and advanced study initiatives, especially among Hispanic and other underrepresented minority groups. ARCO was involved with one of the original Adopt–A–School efforts in the mid–1970s, and continues this type of arrangement with seven inner–city schools in the Los Angeles area. ARCO was a founder of the Los Angeles Education Partnership, a local coalition of business and professional leaders working to improve teaching and learning in public schools. ARCO's president and COO served on the California Roundtable's task force that developed educational reform proposals

for California schools. The company has just loaned an executive to the California Roundtable to lead an educational advocacy effort in the state legislature and a grassroots effort in local communities throughout the state.

Contact: Eugene R. Wilson, President, ARCO Foundation, (213) 486–3342

BANK OF AMERICA NATIONAL TRUST & SAVINGS ASSOCIATION has led the effort in California to encourage the support of reform in public schools. In 1979, the BankAmerica Foundation began a three–year program of competitive grants open to all public school districts in California. The effort was so successful that Bank of America incorporated the California Educational Initiatives Fund (CEIF) as a separate foundation for the purpose of supporting educational reform initiatives in California public schools. Currently, 10 corporations and foundations have committed a total of $700,000 for support of the CEIF grants in 1989. Bank of America provides administration for the program so that 95 percent of the funds go directly to support public education.

Contact: Donald A. Mullane, Executive Vice President, (213) 228–4235

"I am convinced that corporate America can and must be the force for critical change in education. Further, the change must focus on early childhood through the elementary grades and on our inner cities."

Vernon R. Loucks Jr.
Chairman and Chief Executive Officer
Baxter Healthcare Corporation

BANK OF BOSTON CORPORATION will continue its strong support for the Boston Plan for Excellence in the Public Schools and the Boston Compact, and will intensify its partnership efforts with three partnership schools in Boston; others in Cambridge, Massachusetts; Providence, Rhode Island; and three other communities in Rhode Island. Improvement of K–12 urban public education will continue to be a strong interest of Bank of Boston's charitable contributions and employee volunteer programs.

Contact: Jeffrey T. Graham, Deputy Director, Government and Community Affairs, (617) 434–8756

BANKERS TRUST NEW YORK CORPORATION is deeply concerned about academic achievement among young people in society, and specifically in the greater New York area. Bankers Trust is developing a partnership among a New York City–based university, neighborhood schools and pre–kindergartens. This effort is targeted toward early intervention for children at risk as well as the improvement of teacher competency in math/science education for preschool

through early elementary grades. The goal is to establish a support structure for local ownership of excellence in math/science education for all students which will provide a model for similar structures elsewhere.

Contact: Page Chapman, Senior Vice President, (212) 850–3086

BAXTER HEALTHCARE CORPORATION worked with other businesses to establish an important education improvement effort in Chicago called Corporate/Community Schools of America, Inc. (C/CSA). C/CSA is a national organization of businesses and individuals dedicated to improving public education in urban America. By operating independent model schools and by working with school boards, legislatures, community representatives and unions, C/CSA directs the resources of corporate America toward developing, demonstrating and implementing superior, replicable management and educational techniques in public schools.

Contact: Walter L. "Bud" Kraus, Assistant to the Chairman and CEO, (312) 948–4205

"As Business Roundtable CEOs, we can have a measurable and lasting impact on the quality of education for our nation's young people."

S.D. Bechtel Jr.
Chairman
Bechtel Group, Inc.

BECHTEL GROUP, INC. is involved in a Partnership in Education with Potrero Hill Middle School in San Francisco. The program allows Bechtel employees to assist the school in a variety of ways: academic tutorials, teacher training, career awareness programs, field trips, scholarships, etc. Bechtel has similar programs in Houston and Gaithersburg, Maryland. In addition, Bechtel funded the development of the San Francisco School District's Science Resource Center and supports a program to create innovative teaching methods in math. Bechtel is also working with the San Francisco School District to implement a unique drug and alcohol awareness program in high risk school settings. Finally, Bechtel's foundation provides financial assistance to local and national organizations that support education–related programs.

Contact: Jeffrey M. Leichtman, Public Affairs Manager, (415) 768–5902

BELL ATLANTIC CORPORATION's efforts to improve education are multi–faceted. Through a three–year grant awarded by the Bell Atlantic Charitable Foundation, The American Association for the Advancement of

Science is establishing an ongoing Institute to enhance science, communications and technology education of middle school science teachers from Bell Atlantic's seven–state region. C&P of West Virginia, a Bell Atlantic company, has received the President's VOLUNTEER Action Award and a Private Sector Initiative Citation for its Partners in Education programs. C&P has 20 partnerships with West Virginia schools and takes a leadership role in encouraging more than 300 other business/school partnerships in the state. Other Bell Atlantic companies in Pennsylvania, New Jersey and Virginia implement the Choices program in middle schools. In Pennsylvania alone, more than 100 employees are Choices presenters. New Jersey Bell sponsors a tutoring program involving 50 employees working one–on–one with students. In Washington, D.C., C&P has 10 school partnerships, including the sponsorship of a school science lab and science fair. Major grants have also been awarded to colleges and universities by Bell Atlantic and its companies.

Contact: Christopher E. Clouser, Vice President, Corporate Relations and Advertising and President, Bell Atlantic Charitable Foundation, (703) 974–1970

BELLSOUTH CORPORATION and its subsidiaries share an educational mission — "to support opportunities for educators and students to reach their fullest potential through the strategic use of the companies' resources." The BellSouth Foundation, a $35 million endowed trust, awards major grants for K–12 and higher education in the South. Among its recent commitments is a $1 million award to historically black colleges to increase the number and preparation of black teachers. In partnership with Southern Bell, the Foundation is also supporting the expansion of Cities In Schools in Georgia, Florida, North Carolina and South Carolina to 85 sites by 1992. The BellSouth Management Institute, as a part of its executive training program, provides leadership development for school principals in nine major southeastern cities. Southern Bell will pilot in 1989–90 a program in 10 high schools that will promote community service among teenagers with opportunities for college scholarships. South Central Bell administers mini–grant programs for teachers in five states to recognize and reward creative classroom programs in elementary and high schools.

Contact: Jim Breedlove, Director, Educational Affairs, (404) 249–2462

BETHLEHEM STEEL CORPORATION, through a local organization — the Lehigh Valley Partnership — is involved in a program to improve/support public education for the Lehigh Valley area of Pennsylvania, which includes the cities of Allentown, Bethlehem and Easton. Bethlehem Steel is working to include nine major local colleges in their educational improvement efforts.

Contact: Stephen G. Donches, Vice President, State and Community Affairs, (215) 694–5603

THE BOEING COMPANY is focusing on educational improvement efforts for kindergarten through 12th grade students. Most of Boeing's activities are concentrated in Greater Seattle, with other efforts in Portland, Oregon; Wichita, Kansas; and Philadelphia. Many of Boeing's initiatives are implemented through their network of education managers — highly motivated individuals at major plant locations, who (in addition to their regular jobs) serve as the primary contact with each of the school districts in their areas. These education managers help develop multi–faceted support programs, which include speakers, tours, school–project advisors, mentors and materials. Boeing also supports activities in areas directed toward improving the education of minority high school students and is a co–founder and supporter of Technology in Education, a science/math cooperative training project designed to upgrade the skills of math and science teachers. Boeing representatives are working with The Seattle Youth Investment, a Compact activity.

Contact: Carver Gayton, Corporate Director of Training and Education Relations, (206) 655–1035

BOISE CASCADE CORPORATION has for many years been supporting education in a number of ways. First, education is a priority for Boise's corporate contributions program, receiving 36 percent of Boise Cascade's contributions in 1988. Second, the company works in their often rural plant communities for the passage of funding measures at special school elections. This support is especially important in states like Idaho, where two–thirds of the vote must favor a measure for passage. Third, Boise Cascade volunteers work directly with the schools in a partnership relationship that can include a speakers bureau,

"I certainly agree that business leadership in partnerships with education is critically important and that we must use our resources to help stimulate education reform."

Frank A. Shrontz
Chairman and CEO
The Boeing Company

assistance with purchasing equipment and supplies, challenge grants to teachers, scholarships for students and advisors for Junior Achievement programs. Finally, a new area of special emphasis in all Boise location communities is a program called "Ready to Read," which funds the purchase of books for the libraries of elementary schools and involves Boise Cascade volunteers in the selection of these books and the subsequent promotion of reading programs in the schools.

Contact: Alice E. Hennessey, Senior Vice President, Corporate Relations, (208) 384–7665

BORG–WARNER CORPORATION concentrates its educational improvement efforts in Chicago and has been active with the Chicago Public School System for many years. Borg–Warner is initiating Project: Achievement, a three–year, $1.5 million program that focuses on early childhood education, school principals' leadership and minority student collegiate scholarships.

Contact: Ellen J. Benjamin, Director, Corporate Contributions, (312) 322–8659

BP AMERICA INC. has taken a lead role in the creation of the Cleveland Initiative for Education, which is patterned in part on the Boston Compact model. The principal elements of the initiative are a Scholarship in Escrow program, a School to Work program and the Cleveland Education Partners effort. In addition, BP America is supporting a wide variety of important initiatives designed to bring about fundamental changes and improvements in the public education system in Cleveland.

Contact: F. Harlan Flint, Director, External Affairs, (216) 586–8619

BRISTOL–MYERS COMPANY, through its various subsidiaries and divisions, is involved in education initiatives in several communities nationwide. Some of the company's principal activities include participating in local Adopt–A–School, Partners in Education and Junior Achievement programs, providing guest speakers at high schools and colleges, providing financial assistance to educational institutions, participating in executive exchange programs, and participating in various dropout prevention programs, such as

the American Reading Council and Literacy Volunteers. For example, in Cincinnati, one subsidiary, Drackett Company, participates in the Cincinnati Youth Collaborative and other programs aimed at addressing high school education issues. In Buffalo, New York, Westwood Pharmaceuticals chairs the School and Business Alliance Program to aid Buffalo public schools in developing appropriate academic curricula, including student internship and mentoring activities.

Contact: Gilroye A. Griffin Jr., Vice President, (212) 546–4306

CPC INTERNATIONAL INC. is actively involved in supporting efforts to improve literacy. CPC is also a major supporter of the Academic Decathlon, a program that operates in about 100 high schools in New Jersey and encourages academic competition. Through its corporate contributions program, CPC provides funding for a number of organizations dedicated to improving the education process. The company is evaluating several opportunities to provide direct financial, administrative and management support to several local schools.

Contact: Richard P. Bergeman, Vice President, Human Resources, (201) 894–2793

CSX CORPORATION, through its subsidiary, American Commercial Lines, has committed $50,000 and local staff resources to linking education and the business community. Under the auspices of the Bullitt County Educational Consortium, a pilot project has been initiated to address the needed improvement on behalf of all students, the gifted as well as the less able. This program, Alliance for Success, places emphasis on learning, statistical evaluation and motivation. Through the financial incentives offered to students, recognition and reward become direct correlates of academic performance. This type of incentive program is open to all high school students and addresses the needs of the at–risk students.

Contact: Larry T. Jackson, Director of Human Resources, (812) 288–0564

CAMPBELL SOUP COMPANY believes it is possible to improve the end product of our primary and secondary schools. Currently, Campbell funds a

program in Camden to improve management skills of school administrators. The company continues to seek ways to make our nation's schools better. In the more than 90 U.S. communities in which Campbell has operating facilities, employees are encouraged to volunteer their skills and time in support of better education in the communities in which they live and work. In Camden, where Campbell Soup Company is headquartered, their education support is system–wide.

Contact: Frank G. Moore, Manager, Community Relations, (609) 342–6431

CAPITAL CITIES/ABC, INC., in cooperation with the Public Broadcasting Service (PBS), is sponsoring PROJECT LITERACY U.S. (PLUS), a national public service campaign to combat literacy in America. Now in its fourth year, this national television, radio and outreach program has helped raise awareness of illiteracy in this country and has encouraged community action to help solve the problem. Programming and public service announcements designed to increase understanding of illiteracy and such resulting problems as unemployment, teen pregnancy and drug abuse are broadcast on the networks of the two sponsoring companies, Capital Cities/ABC and PBS, and on the ABC Radio Network and National Public Radio. In addition, ABC and PBS affiliated stations have developed local campaigns. Because of the success of PLUS in focusing on the problems of adult illiteracy, a new initiative aimed at young people was introduced last year. It is called Youth/PLUS.

Contact: Matthew Zucker, Director, Office of Communications, (415) 456–7125

CAROLINA POWER & LIGHT COMPANY has chosen Raleigh, North Carolina, for various educational improvement efforts. CP&L has been involved with teacher recognition efforts, and support and leadership for the Wake County Education Foundation. In addition, CP&L is a founding member and supporter of the Public School Forum of North Carolina and the Business Committee for Education. Working with IBM, CP&L has collected statewide data on current types of business support for school systems in North Carolina and has assisted in a study titled "The Condition of Being An Educator."

Contact: Barbara K. Allen, Manager, Community Relations, (919) 546–6309

CARTER HAWLEY HALE STORES, INC. makes grants to fully accredited colleges and universities for direct operating support and minority scholarships as well as to schools of business and retailing. In addition, the company participates in programs such as Adopt–A–School and other projects that link employee volunteers to local school districts.

Contact: Jeanette McElwee, Director, Community Affairs, (213) 239–6805

CATERPILLAR INC. is committed to working with local schools where the company has corporate facilities to help the schools address their educational problems. Caterpillar's largest concentration is in the Peoria, Illinois, area.

Contact: Donald G. Klisares, Manager, Education & Training Support Systems, (309) 675–4446

CHAMPION INTERNATIONAL CORPORATION provides resources and encourages reform efforts in the public school systems in communities where Champion employees work. Literacy, along with science and math education, are also priority areas of interest. Champion has invested a significant amount of effort in Hamilton, Ohio, where a team of employees identified the need for a dropout prevention program. As a result, Champion is fully underwriting the first year of Project Partnership, a program implemented in nine school districts across Butler County. The program is designed to prevent dropouts by providing 14– to 18–year–old, at–risk students with mentors, who assist in meeting many of their special needs.

Contact: Maris Vanasse, Director, Contributions & Community Support Programs, (203) 358–7361

CHASE MANHATTAN BANK is providing both financial and non–financial assistance to a dozen programs serving New York City schools. In recent years, Chase has awarded major grants to establish: 1) a program to improve the teaching of writing in nine junior high schools; 2) a leadership training program for high school principals; and 3) a parent involvement program for parents of children in grades K–2 in 10 schools. Through programs like Junior Achieve–

ment, Chase also has provided scores of employee volunteers to the schools.

Contact: David S. Ford, Vice President and Director of Philanthropy, (212) 676–5080; or Andrew Fisher, Senior Contributions Officer, Education, (212) 676–5078

CHEMICAL BANK has worked extensively with the board of education and nonprofit organizations in New York to improve the quality of public education. Chemical Bank has joined with two schools, lending the expertise of their employees and providing funding to help students achieve their educational goals. In addition, Chemical Bank initiated and continues to support the Lincoln Douglas Debate competition in New York City in an attempt to improve oral communications of students. Chemical Bank's new subsidiary, Chemical Bank New Jersey, works with the Paterson and Passaic public schools to operate an incentive program offering jobs upon graduation to students who have completed high school.

Contact: Marie A. Lee, Vice President, (212) 309–5841

CHEVRON CORPORATION targets five percent of its $20 million contributions budget toward K–12 education; major programs include Family Science, California Educational Initiatives Fund and Encore Teacher Training Program. The company spends an additional three–quarter million dollars on production and distribution of free classroom materials. Chevron is currently involved in supporting the California Roundtable's "Operation Education" reform movement.

Contact: Edward Franklin, Manager, Community Programs, (415) 894–3800

CIGNA CORPORATION played a lead role in establishing the Committee to Support Philadelphia Public Schools, an independent organization comprised of CEOs, college presidents and foundation presidents, that works to develop a long–term agenda to improve the finances, management and educational programs of the schools. CIGNA is also a major supporter of the Philadelphia Business Academy program, which is designed to enhance basic education and business skills in several high schools. In addition, CIGNA has initiated a pro–

gram that enrolls school principals and other administrators in corporate management training courses, and was the first Philadelphia corporation to house an on–site literacy facility. Similar commitments have been made in the Hartford, Connecticut, area.

Contact: Arnold W. Wright Jr., Vice President of Public Affairs and Executive Director of the CIGNA Foundation, (215) 523–5255

CITICORP/CITIBANK is increasingly involved in improving the quality and availability of education around the world. In 1988, Citicorp/Citibank supported programs through staff and financial resources that impacted more than three million people in the U.S. alone. These programs were varied, ranging from Adopt–A–School to job training for disadvantaged students. New strategies are being developed for the company's contributions and volunteer programs. Future plans call for increased emphasis on kindergarten through 12th grade programs; early childhood and public education; dropout prevention; and programs that focus on equal access to quality education for minorities, women and the learning disabled. Citicorp/Citibank will continue to support institutions of higher education where it recruits many of its future business managers.

Contact: Linda B. Gornitsky, Vice President, Director of Corporate Public Interests, (212) 559–0670

CLEVELAND–CLIFFS INC, Cleveland, Ohio, has recently decided to become actively involved with school systems in western Marquette County, Michigan, where the company has significant employment through iron mining partnerships. An internal company committee has been formed to work with school officials to determine the specifics of Cliffs' involvement. In addition, Cliffs is currently providing substantial support to education through the Cleveland–Cliffs Foundation. More than 50 percent of Foundation support goes directly to education programs or to employee matching gifts. A major commitment was made recently to the Cleveland Education Initiative, a program designed to encourage continuing education for students of inner–city schools.

Contact: John L. Kelley, Vice President, Public Affairs, (216) 694–5548

THE COCA-COLA COMPANY will continue to work toward providing academic opportunities for minorities in Atlanta and nationally, and to support programs directed toward improvements in teacher competency. The Coca–Cola Foundation will place stronger emphasis on education in all of its grant making. Additionally, the Coca–Cola Scholars Foundation has been formed through a partnership of bottlers of Coca–Cola and The Coca–Cola Company to award national scholarships for academic achievement.

Contact: Donald R. Greene, President, The Coca–Cola Foundation, (404) 676–2680

THE COLUMBIA GAS SYSTEM, INC., through a subsidiary, is funding in Frankfort, Kentucky, and elsewhere in the state, 1,000 tests offered to high school dropouts by the GED Foundation for Adult Education. Columbia Gas will also sponsor job interview workshops for those passing the test. In addition, Columbia Chairman and CEO John H. Croom chairs the Delaware Roundtable, Inc., and will emphasize efforts to deal with dropouts in Delaware.

Contact: Sheila A. Castellarin, Vice President, Communications / Consumer Affairs, (614) 460–4620

COMBUSTION ENGINEERING, INC.'s Chattanooga office has a strong Adopt–A–School program. Some of their activities include funding for a Reading Is Fundamental program; having students release balloons at Combustion Engineering's Plant as part of the Reading Is Fundamental program; having the school chorus sing Christmas carols for C–E employees during the holiday season; providing a guided tour of the plant for the school faculty; providing funding for rental of band instruments; providing photographic services for school activities; having the coordinator attend the fall Adopt–A–School workshop; and encouraging employees to serve as "companion guests" at lunches honoring "students of the week." In addition, Combustion Engineering is in the early stages of developing an education support program in Stamford, Connecticut.

Contact: Dale E. Smith, Vice President, Human Resources & Operations Support, (203) 328–2332

CONAGRA, INC. is committed to the support of education with emphasis on higher education. This support is evidenced by the company's contributions to the University of Nebraska, especially in the Agribusiness Program. ConAgra further supports higher education through its ongoing contributions to Nebraska Independent Colleges. ConAgra is active in the Omaha Public Schools' Adopt–A–School program, and has supported the Employability Program at one of the grade schools in the lower socioeconomic neighborhoods of Omaha. The corporation supports leadership seminars in the state for new leaders. Education is the largest sector of ConAgra's contributions budget.

Contact: Martin G. Colladay, Vice President, Public Affairs, (402) 978–4160

CONTROL DATA CORPORATION provides a computer–based education system and professional services to two schools in Minnesota, and has established a computer–based education initiative in San Jose, California, designed to inspire young women in high school to pursue science and math careers.

Contact: Scott W. Phillips, Director of Public Affairs, (612) 853–4533

COOPER INDUSTRIES, INC. has announced a three–year pilot program that provides $350,000 in unrestricted grants to secondary vocational–technical schools at 10 of the more than 100 locations where Cooper Industries has manufacturing facilities. If the pilot effort is successful, it will be expanded to include schools in other communities where Cooper is a significant employer.

Contact: Thomas W. Campbell, Vice President, Public Affairs, (713) 739–5415

CORNING GLASS WORKS is working to improve public education by establishing a committee of high level managers — including the vice president of quality and the director of education — to work with the superintendent of schools and his committee to improve basic reading and math skills of noncollege bound students.

Contact: J. Edwin O'Brien Jr., Director, Education and Training, (607) 974–7227

DAYTON HUDSON CORPORATION will continue supporting efforts to strengthen the performance of the public schools of Minneapolis, its headquarters city, and will complete its five–city, results–oriented, dropout prevention experiment.

Contact: Polly T. Munts, Senior Program Officer, Dayton Hudson Foundation, (612) 370–6657

> ***"We, as major companies, can have a measurable and lasting impact through our efforts to improve the quality of education."***
>
> Kenneth A. Macke
> Chairman and CEO
> Dayton Hudson Corp.

THE DAYTON POWER & LIGHT COMPANY continues to be committed to quality education in Dayton, Ohio, and its 24–county service territory. This is evident not only by the $75,000 spent annually on college scholarships, but also by the magnitude of company programs made available at the elementary and secondary level. Two such programs are the Energy Science Fairs for children in grades 3–12 and the Electric and Gas School Safety program; about 60,000 students participate in the programs. A new and unique program, Odessey of the Mind, is designed for highly creative students, who compete in problem solving activities. In addition, the company participates in career days, Partners in Education programs, and Junior Achievement in schools across its 6,000–sq.–mile territory. DP&L, in conjunction with Wright State University, sponsors a Teacher Energy/Economic Education Workshop. Teachers receive three hours graduate credit; tuition costs are shared by DP&L, WSU and the participating teacher. DP&L also sponsors several innovative programs such as the Dayton New Futures program, focusing on at–risk students, and the Dayton Public Education Fund and its Excellence in Teaching grants program.

Contact: H.T. Santo, Vice President, (513) 259–7212

DEERE & COMPANY is working with the Rock Island, Illinois, school system in the following areas: 1) helping curriculum planning action teams redefine learning objectives to meet new skill requirements of students going into industry; 2) conducting specific "job analyses," with the help of a local community college, within local industry to help secondary schools revise their curriculum; and 3) providing supervisory and managerial skills workshops for school principals and administrators system–wide.

Contact: J. R. Brotman, Manager, Management Development, (309) 765–4052

DELTA AIR LINES, INC. participates in the Adopt–A–School program in the city of Atlanta and has adopted the Transportation Magnet Program at Walter F. George High School. Delta participates in the Clayton County, Georgia, Partners in Education program, and has become a partner with Mundy's Mill Jr. High School. Delta also participates in the Georgia Business Forum for Gifted and Talented Children and various international student exchange programs. Delta is currently evaluating a request from the Dekalb County School System to participate in the Adopt–A–School program. In addition, the Delta Air Lines Foundation makes direct grants to institutions of higher education, and matches gifts to such institutions by its personnel.

Contact: D. M. Schmidt, Director, Methods and Training, (404) 765–2579

DIGITAL EQUIPMENT CORPORATION supports programs that increase computer literacy; improve the quality of education; encourage careers in engineering and computer science; and broaden access for women, minorities and individuals with disabilities to careers in engineering and management. Programmatic examples include the Digital Faculty Program, which provides cash and equipment grants to leading nontenured faculty at selected colleges and universities; the DECtalk Grant Program, which has awarded more than 1,200 voice synthesizer units for training and education to more than 500 schools and organizations assisting disabled people worldwide; reentry and summer programs in math and science for women and minorities at colleges and universities nationwide; and community–based education programs for children and adults through organizations such as Freedom House and the French River Education Center in Massachusetts. In addition, Digital and the Springfield, Massachusetts, Public School system have created one of the country's most sophisticated academic computing networks in secondary education.

Contact: Audrey Smith–Whitaker, Corporate Contributions Programs Manager, (508) 493–4277

THE WALT DISNEY COMPANY is working in Anaheim (Orange County) and Burbank, California; and in metropolitan Orlando, Florida, on many educa–

tional improvement efforts, including volunteer teaching of economics in the elementary and secondary schools; the Creativity Challenge, which honors the special creative talents of elementary school children; Disney's Child, which honors one student from each school in the state of Florida; and band and orchestra performances, which introduce elementary and junior high students to music.

Contact: Doris A. Smith, Corporate Secretary, (818) 560–1878

THE DOW CHEMICAL COMPANY's keen interest in education stems from their need to remain competitive in global markets. Business has an important stake in education and must assume its responsibility. To this end, Dow's divisions across the United States are involved in business–education partnerships on the local and sometimes state level. Dow is concerned about kindergarten through 12th grade students, especially those at risk. Some examples of Dow's involvement are the EXCEL program in Texas, working to stress the importance of basics (science, math and reading) and promote literacy; and the Michigan Division Touch–Tech program for science education. A survey is currently being conducted to gain a comprehensive identification of all Dow ongoing education programs.

Contact: William E. Cornelius, Director of Trade Policy, (517) 636–9101

E.I. DU PONT DE NEMOURS & COMPANY, as a large technology–driven corporation, is broadly supportive of education. Du Pont's primary emphasis is in higher education, where it prefers to provide a large number of relatively small discretionary grants to be used to improve the quality of college and university departments upon which the company directly depends for hiring or research collaborations. Increasing the number and training of minorities is an important part of this program. Precollege support concentrates on science education, which du Pont views as a prerequisite to the necessary improvement in science literacy for all citizens. Du Pont's precollege programs focus on teacher training and development, including reward and recognition of "excellent" teachers of science in grades K–12. The company will spend almost $15 million on education in 1989.

Contact: John T. Lund, Higher Education, (302) 774–5025; or Sharon K. Hake, Precollege Education, (302) 774–6376

DUKE POWER COMPANY operates the Power in Education (PIE) effort to enhance education throughout their 20,000–sq.–mile service territory. More than 2,300 Duke Power employees volunteered in the schools last year, serving as school board members, on school improvement councils, Junior Achievement project leaders and tutors. They work in dropout prevention programs and conduct professional development classes for teachers and administrators. In Charlotte, North Carolina, Duke Power's president made education the centerpiece of his term as president of the Charlotte Chamber of Commerce. This resulted in the hiring of an education liaison by the Chamber and launching an active education committee.

Contact: Sondra Wise, Community Relations Coordinator, (704) 373–8537

EAGLE–PICHER INDUSTRIES, INC. is an active participant in the Cincinnati Youth Collaborative (CYC). The CYC identifies educational improvement needs and organizes individuals and businesses to address those needs; combines programs that benefit students and strengthen ties between schools and colleges/universities and community service agencies; and directly underwrites a number of initiatives, including a preschool and high school project, bridges to college and bridges to jobs initiatives.

Contact: Thomas E. Petry, President and CEO, (513) 721–7010

EASTMAN KODAK COMPANY has focused recent efforts on the needs of urban education and at–risk youth. In Rochester, New York, Kodak's worldwide headquarters and principal manufacturing site, the company has played a leadership role in a comprehensive effort to restructure city schools and improve academic achievement. Rochester's educational initiatives are being hailed as a model of the reforms necessary to create the high performance schools needed for the nation's future. This atmosphere of creative change and business interest attracted the newly formed National Center on Education and Economy to locate in Rochester in 1988. In addition to its strong financial support for these efforts, Kodak spearheaded the business coalition, known as the Rochester Brainpower Program, which in 1988 received the President's Citation for private sector initiatives. The company is involved in ways that range from

support of the Center for Educational Development (a local education fund) to school partnerships, management consulting services, jobs tied to academic achievement for youth, and the sustained activism of Kodak President Mr. Kay R. Whitmore.

Contact: Christopher K. Veronda, Coordinator, Community Services, (716) 724–4314

JACK ECKERD CORPORATION is an active participant and financial supporter at the national, state and local level to improve the effectiveness and quality of the educational system. The company has championed efforts on the national level to improve the recruitment of students for pharmacy careers. At the state level, the company works with higher education institutions to ensure that pharmacy and business education meet current and future demands. The company actively supports economic education councils in each of its major markets, and groups such as Junior Achievement. The company has a foundation which makes grants to education, primarily in health and business. In many areas, the company works with local school boards to develop innovative projects such as Enterprise Village, a Clearwater/St. Petersburg effort, which is an effort by local businesses to bring basic fundamentals of economics education to students and teachers in a real–life environment.

Contact: Michael Zagorac Jr., Vice President, Public Affairs, (813) 398–8318

EMERSON ELECTRIC CO. provides support to more than 200 colleges, universities, technical schools, scholarship funds, educational foundations, professional academic societies and secondary schools in more than 80 U.S. communities. Education is the largest single category of support provided by the Emerson Electric Charitable Trust. Emerson supports a variety of organizations aimed at improving the quality of education, including the Personal Responsibility Education Program (PREP) and Corridor Partnership for Excellence in Education. Emerson volunteers contribute significant classroom time in partnership programs with three St. Louis area school districts. Other emphasis is placed on business administration and engineering programs, including the founding of Emerson Minority Engineering Scholarships of St. Louis Community College.

Contact: Jo A. Harmon, Vice President, Corporate Administration, (314) 553–2000

THE EQUITABLE FINANCIAL COMPANIES has expanded its efforts to improve secondary education in New York City, its headquarters city. The company identifies and supports organizations and projects that address problems relating to the education of at–risk high school students. It also supports projects that improve opportunities for minorities to enter and complete programs of higher education. Through its ongoing relationship with the New York City Partnership, The Equitable is helping to take a leadership role in educational reform in New York City. In addition, Equitable has recently agreed to become the lead company for Summer Jobs '90, a New York City Partnership program that provides private sector jobs for thousands of economically disadvantaged youths in the five boroughs. As one of six founding corporate sponsors of New York City's Join–A–School program, The Equitable also continues to strengthen its relationship with William Cullen Bryant High School.

Contact: Eleanor Hamill, Director, Public Affairs, (212) 554–2345

EXXON CORPORATION is pursuing a combination of nationally oriented and state/local educational improvement initiatives. The Exxon Education Foundation's Elementary and Secondary School Improvement Program is funding initiatives to help the education community gain a better understanding of the educational implications of changing demographics, supporting initiatives that demonstrate how schools can be restructured, and funding projects that demonstrate how to improve teacher education. The precollegiate component of the Foundation's Mathematics Education Program works to improve the math education of students in the early school years.

Contact: Arnold R. Shore, Executive Director, Exxon Education Foundation, (201) 765–3004

FMC CORPORATION became directly involved in the efforts to reform Chicago's public school system in 1988. FMC Chairman and CEO Robert Malott spearheaded the company's involvement in the lobbying campaign in Springfield to revamp the school system and its operations and governance. The resulting new law will make teachers more accountable to principals, and

principals more accountable to parents. With the formation of local school councils now under–way, FMC will encourage employees to become active participants in improving the administration of their local schools and the process by which their children are taught. In addition, FMC operations across the country continue to work with community schools through the Adopt–A–School program, Junior Achievement, Inroads and state councils on economic education.

Contact: Robert J. Christie, Director, Public Affairs, (312) 861–6223

FPL GROUP, INC.'s principal subsidiary, Florida Power & Light, supports quality education and partnerships with businesses. Recently, the utility is emphasizing programs in dropout prevention, character development and electrical safety. FPL plans to introduce computer software in support of the newly adopted state math, science and computer master plan to promote computer literacy. Additionally, FPL will provide critical thinking and problem–solving teacher workshops and help improve teachers' physical science skills. A new catalogue is being distributed statewide, offering a wide variety of films, kits and teacher aids for the classrooms.

Contact: Tom Hopkins, Program Specialist, Educational Services, (305) 552–3893

FEDERAL EXPRESS CORPORATION believes that the future of any community depends upon a healthy educational environment. With that in mind, Federal Express has targeted 35 percent of its corporate giving — $787,000 — to educational causes. Most of the contributions within this category are directed to educational institutions in the headquarters area. Earlier in 1989, in partnership with six other corporate citizens (contributing $20,000 each), Federal Express funded a study of the Memphis City School System's administration. Company–sponsored release time is provided to Junior Achievement (JA) and Adopt–A–School volunteers. Corporate volunteers support JA programs both in Memphis and across the country. These volunteers present "exercises in the American way of business" on a weekly basis. The Federal Express participants in the Memphis JA program constitute one–third of the local JA volunteers. The Fed Ex Adopt–A–School program has

received national acclaim. These volunteers, divided along career interests, provide immense learning experiences and serve as role models for students in a local inner–city high school.

Contact: Walter E. McLaughlin, Senior Specialist / Grants and Community Services, Public Relations, (901) 395–3487

THE FIRESTONE TIRE & RUBBER COMPANY has worked with the University of Akron to establish the Strive Toward Excellence program to encourage and prepare minority and economically disadvantaged students in Akron, Ohio, to succeed in college. The program identifies and selects area sixth graders each year to attend a six–week summer program to study creative thinking, communications, math, science and culture. Students also attend Saturday workshops on topics to help prepare them for college. When these students graduate from high school, the University of Akron will guarantee their admission to the University.

Contact: Bob Troyer, Secretary, Firestone Trust Fund, (312) 819–8538

FLUOR CORPORATION is devoting its educational improvement efforts to continuing and expanding scholarships and internships for engineers at the college level. Each of Fluor's offices maintains a close relationship with adjacent engineering schools to provide financial support and summer or part–time employment for students. Fluor is also increasing their efforts to provide scholarships to minority students from developing countries, who will return to their countries after training in the United States.

Contact: J. Robert Fluor II, Vice President, Corporate Relations, (714) 975–7171

FORD MOTOR COMPANY is involved in a number of major projects designed to affect the core of the educational process: instruction, curriculum, and student and teacher development. All of these efforts have been undertaken in partnership with educators and with nationally recognized education organizations. For example, Ford is supporting the Academy of Educational Development's Urban Schools Science and Math Program (US/SAMP), which is designed to strengthen math and science education in the middle grades in three

"I recognize the critical importance of the catalytic role business can play in educational reform."

Donald E. Peterson
Chairman
Ford Motor Company

urban school districts. Also, Ford's recent grant to the University of Washington funds work that should lead to a greater understanding of what is required to prepare master teachers in science and math. The products of this effort will be helpful to all those concerned with exemplary practice in training the nation's current and future teachers. And, Ford has joined with Amoco in supporting a new and comprehensive math curriculum developed by the University of Chicago. Ford funds will be used to disseminate the curriculum. On a local level, Ford is actively involved in planning and implementing the Detroit Compact. This involvement is intended to promote an enhanced and restructured educational delivery system for the city's children.

Contact: David S. Staiger, Director, Civic Affairs, (313) 337–3324

GTE CORPORATION has chosen Tampa, Florida, to explore educational improvement opportunities/initiatives. GTE will work to design effective initiatives to support public education.

Contact: Bruce Carswell, Senior Vice President, Human Resources and Administration, (203) 965–2151

GANNETT CO., INC., one of the nation's largest news and information companies, publishes 87 daily newspapers, including USA TODAY, and operates 10 television and 16 radio stations. Many Gannett newspapers sponsor Newspaper in Education programs in schools in which the daily newspaper is used to teach current events, politics, popular culture, economics and science. USA TODAY's Classline program is one of the nation's strongest Newspaper in Education programs. Classline offers curriculum modules and lesson plans to educators who subscribe to USA TODAY for their classes. Gannett's broadcasting stations are involved in many types of local educational efforts through their community affairs departments. The Gannett Foundation actively supports journalism education through grants to research scholars and scholarships for students.

Contact: Mimi Feller, Vice President, Public Affairs & Government Relations, (703) 284–6046

GENCORP INC. has made a commitment to contribute to the improvement of adult literacy in each of the communities where it has facilities. The company is beginning with a pilot program in five cities, and has established an ultimate goal of participating in literacy programs in each of its communities. GenCorp will participate by offering its employees as tutors and by providing funding for local literacy organizations. The company also has sponsored for several years a science education program in Sacramento, California, designed to further the understanding and interest of elementary school students in the study of aerospace science. In addition, the GenCorp Foundation directs its resources to improve public education in the 11 states in which GenCorp's operating units reside. The Foundation emphasizes support for secondary education programs and higher education programs which enhance the environment for scientific study and research.

Contact: Charles R. Tilden, Vice President, Communications, (216) 869–4292

GENERAL DYNAMICS CORPORATION has provided a $300,000 grant to the University of Missouri–St. Louis to fund for four years the Access to Success program. The effort is designed to provide talented junior high school students (especially disadvantaged students) with a coordinated, comprehensive approach to math and science education. Language, reading and computer skills will also be emphasized.

Contact: William B. Pedace, Director, Community Relations, (314) 889–8442

GENERAL ELECTRIC COMPANY, through the General Electric Foundation, has launched a new $20 million program to double numbers of college–bound students at poor and inner–city schools in selected communities across the U.S. by the year 2000. The Foundation is funding mentor programs, SAT preparation, Saturday or after–school academies, parenting programs, scholarships, teacher training efforts and equipment. The flagship of GE's public school programs is the Manhattan Center for Science and Mathematics, a once shuttered school in East Harlem that now sends 100 percent of its students to college. Its largest project is a $1 million grant to the almost all–black public school system in Lowndes County, Alabama, to triple college bound students

within five years. GE volunteers are active in some 30 schools, and plans are under–way to expand that network significantly. Selected GE employees are also being trained for second careers as math and science teachers.

Contact: Paul M. Ostergard, President, GE Foundation, (203) 373–2250

GENERAL MILLS, INC. recently initiated and funded an experiment in Minneapolis designed to test the idea that all members of a racially and educationally mixed group of K–4 students can make substantial academic gains if: 1) the pupil–teacher ratio is reduced to 14:1; 2) the classroom teacher is given complete responsibility for learner outcomes (all compensatory programs are withdrawn); 3) teachers communicate regularly with parents; and 4) teachers and the principal share in decisions on operations and resources. Funds normally used for compensatory programs were used instead to reduce class size; the General Mills Foundation filled the remaining funding gap.

Contact: Larry Sawyer, Director, State Government and Civic Affairs, (612) 540–4590; or David Nasby, Director of Community Affairs, (612) 540–4351

"This is an extraordinarily important area to both our Roundtable members and the country."

Roger B. Smith
Chairman
General Motors Corp.

GENERAL MOTORS CORPORATION is committed to improving national educational performance. GM programs for junior and senior high school students include one based on the technologies of the solar–powered Sunraycer vehicle; this program reached 100,000 schools. Another GM program, Explore the Possibilities, which has reached over 150,000 students, and helps students learn more about opportunities in engineering and science. Also, in many of GM's 120 plant cities, GM actively participates with local school systems. For example, a GM program in Rochester, New York, encourages junior and senior minority students to pursue engineering and technology careers; students in Indianapolis participate in business–related programs. For college and university students, GM programs include active support of science, technology and research programs through scholarships and grants. There also are university competitions, such as the "Methanol Marathon" and the "Sunrayce." For employees, GM has spent more than $1.3 billion since 1984 on education and training, making GM the largest privately funded education institution.

Contact: Ralph L. Frederick, General Director, Placement and College Relations, (313) 556–2309

GEORGIA-PACIFIC CORPORATION has as a major objective—the encouragement of the continuing education of our youth. In conjunction with this, the Georgia–Pacific Foundation offers 91 scholarships to high school seniors in areas where G–P has a heavy concentration of employees. These scholarships are given to designated high schools, and the recipient is chosen by the school. In addition, Georgia–Pacific offers 40 scholarships a year under the National Merit Scholarship Program to children of its employees. The company's employee Matching Gift program lends support to universities and college preparatory schools throughout the United States.

Contact: W. I. Tamblyn, President, Georgia–Pacific Foundation, (404) 521–5228

THE BFGOODRICH COMPANY is convinced that corporate concerns for the quality of American education can be best addressed through partnerships with other businesses, education and government. Thus, BFGoodrich directs its support for this critical issue to the policy and program initiatives of the National Alliance of Business.

Contact: Foster C. Smith, Staff Vice President, Corporate Communications, (216) 374–3549

THE GOODYEAR TIRE & RUBBER COMPANY is designing an educational improvement effort in Akron, Ohio. An initiative will be developed that provides incentives for the local public school system to upgrade educational standards.

Contact: Patricia A. Kemph, Assistant Secretary, (216) 796–2916

THE GREYHOUND CORPORATION has a number of initiatives to foster stronger business–education relationships. In Phoenix, Greyhound's headquarters group participates actively with the State of Arizona Education Task Force on Early Childhood Education and the Arizona Business and Education Partnership. In addition, the company has opened its management education and training programs to principals and teachers from one of the disadvantaged school districts in Phoenix. Travelers Express Co., Inc. in Minneapolis provides executives to local high schools to teach business classes, provides

scholarship and intern programs, and supports the local television channel. Dobbs Companies in Memphis, which have participated in Adopt–A–School programs for more than five years, have added funding for a "Just Say No To Drugs" campaign and software support for computer programs. Transportation Manufacturing Corporation in Roswell, New Mexico, is actively pursuing an educational partnership with the Roswell Independent School District. Other educational support activities are under–way at various other Greyhound operating companies.

Contact: Frank Edwards, Director, Career/Management Development, (602) 248–6835

HALLIBURTON COMPANY, through its Halliburton Foundation, provides a two–for–one matching gifts program for employees, retirees and director donations to accredited universities. Also, significant direct grants are made to the engineering and business schools of numerous universities to be used for promotion of teacher excellence. Halliburton participates in Junior Achievement programs on a national basis, in Houston and Dallas in particular, to further economic understanding and knowledge of the workings of the private enterprise system. Halliburton is also working in programs to combat school dropout problems.

Contact: Thomas H. Cruikshank, President and Chief Executive Officer, (214) 978–2631

HALLMARK CARDS INC. has been actively involved with educational improvement in Kansas City for many years. Hallmark developed an extensive Adopt–A–School program, which has spread to most of the major companies in Kansas City. In addition, Hallmark works closely with the Kansas City, Missouri School District to assist in supporting an extensive, court–ordered desegregation plan.

Contact: William A. Hall, President, Hall Family Foundations, (816) 274–4547

M.A. HANNA COMPANY is continuing to support education in Cleveland through financial and staff support to a number of education initiatives. Hanna

operates on a decentralized basis and encourages their business units to support education and education reform efforts in the communities where they have substantial numbers of employees.

Contact: Dwight D. Morgan, Director of Public Affairs, (216) 589–4200

HARRIS CORPORATION is involved in education improvement efforts at the elementary and secondary level, and at the university level. The Harris program, to improve the quality of education in Brevard County elementary and secondary schools, focuses on seminars and workshops for teachers and school administrators led by prominent figures in the different disciplines: English, science, social studies, math and administration. The program's strategy is to select presenters from all over the United States who have innovative ideas on how to teach their subjects in order to make students more responsive to learning. The heart of the program is the secondary school workshop seminars, in which 50–100 teachers come to Harris Corporation for a day–long program led by an educational leader in their field. An average of 500 persons participate annually. Harris has expended more than $330,000 since the program began. On another front, Harris provides monetary grants and equipment donations to improve educational efforts at the university level. In 1988, Harris donated $10 million for university programs. Harris also matches, up to $10,000 per year, employee contributions to accredited secondary schools and universities.

Contact: R.E. Sullivan, Senior Vice President, Administration, (407) 727–9312

HEWLETT–PACKARD COMPANY works toward improving the quality of elementary and secondary education by participating in philanthropic, public policy and employee–volunteer activities. Hewlett–Packard participates in education reform activities in California, Washington and Colorado. Their philanthropic activities on the national level include grants of cash and equipment to projects that motivate and stimulate, such as technical museum exhibits; projects for teacher education in science and mathematics, such as summer research and industry training fellowships; and projects for curriculum development, including classroom science kits and computer graphics and video teaching aids. Hewlett–Packard participates directly with schools where they

have major plants and offices through Adopt–A–School programs, math/science mini–grants for teachers, and programs to stimulate interest in math and science among minority populations.

Contact: Nancy Thomas, Contributions Manager, (415) 857–5197; or for K–12, Robert Kirkwood, Director of Government Affairs, (415) 857–3745

HOLIDAY CORPORATION continues to take a leadership role in Memphis Partners, a nonprofit group formed to provide employment training to high school students in the Memphis public schools. Holiday has also taken a leadership role in the Memphis Youth Initiative, an umbrella organization attempting to coordinate the activities of dozens of organizations focused on assisting the public school system in Memphis. In addition, Holiday Corporation has worked to seek consolidation of the city and county governments in Memphis with a primary focus on the consolidation of the school systems in order to better use resources. Holiday also provides about 100 scholarships annually to needy students attending Memphis–area colleges and universities.

Contact: Robert L. Brannon, Vice President, Corporate Relations, (901) 762–8630

HONEYWELL, INC.'s employee volunteers work with school administrators, teachers and parents in several of its major locations. There are Honeywell school projects in cities such as New York, Minneapolis, Albuquerque, Phoenix, Seattle, Washington, D.C., and Clearwater, Florida. For example, in Minneapolis, the Honeywell Academies are ongoing partnerships between Honeywell divisions and the schools in their communities. They are designed to enrich the mathematics and science curriculum and promote through the Academies student interest in technical careers. Honeywell employees work with high school teachers, students and college professors on state–of–the–art technologies and technical problem–solving skills. In many cities, Honeywell has been supportive of teacher mini–grant programs, designed to encourage creativity in the classroom. Honeywell, working with other companies, distributes small grants to teachers for innovative programs in the classroom. Honeywell employees serve on the review teams that select proposals for funding.

Contact: Laurisa Sellers, Manager of Community Relations, (612) 870–2368

ITT CORPORATION's present activities related to education improvement include: 1) the ITT International Fellowship program, the oldest and largest corporate–funded program of its type in the nation, through which almost 800 students have pursued graduate studies in 54 countries; 2) the ITT College Scholarship program, under which dependents of employees receive competitive scholarships based on merit and need; 3) nationwide ITT Technical Institute scholarships for student members of Future Business Leaders of America, The Vocational Industrial Clubs of America, Technology Student Association and Business Professionals of America; and 4) the ITT Matching Grants to Education program, which provides funds to both secondary schools and colleges.

Contact: Juan C. Cappello, Senior Vice President, (212) 940–1235; or Steven A. Erenburg, Director Corporate Communications, (212) 940–1235

ILLINOIS TOOL WORKS, INC. has a long–standing commitment to providing support for all levels of education. The ITW Foundation makes a number of grants to institutions of higher education and to groups supporting minority education, such as the National Action Council for Minority Engineers, the National Merit's Outstanding Negro Student Fund and the United Negro College Fund. The Foundation matches on a 3–for–1 basis, employee gifts to public and private colleges and universities, and private elementary and secondary schools. Illinois Tool Works' focus on elementary and secondary education is concentrated in the Chicago area. ITW has long been active in Junior Achievement, providing financial support and volunteer time of managers. ITW will continue to support initiatives by the Chicago business community, such as the Commercial Club's Civic Committee joint school reform project with Chicago United. ITW is interested in upgrading the curriculum, materials and instructional techniques for teaching at the elementary and secondary levels. ITW supports organizations, such as the Foundation for Excellence in Teaching, which annually makes the "Golden Apple Award" to teachers for outstanding classroom achievements.

Contact: Michael H. Hudson, Vice President, Public Affairs, (312) 693–3040

INGERSOLL–RAND COMPANY believes that an outstanding educational process in the United States will result in improved productivity as well as world economic leadership for America. Ingersoll–Rand is directing its human resources at its 50 domestic manufacturing plants as well as many sales offices throughout the United States to establish a dialogue with primary and secondary schools to improve the educational process. For example, in Torrington, Connecticut, Ingersoll–Rand formed a partnership with the United Automobile Workers, the chamber of commerce and the high school to develop a better educational program. At Union and Tiger River, South Carolina, and Sylvania, Georgia, plants, Ingersoll–Rand has adopted schools, and is working with local school officials and teachers to provide better education. In San Francisco, the Schlage Lock Company has adopted McAteer High School, an inner–city school, where corporate executives have quarterly meetings with school officials and faculty. These activities, including the Ingersoll–Rand Matching Gifts Program, Educational Assistance Plan and annual contributions to schools, indicate their dedication to educational improvement.

Contact: Robert G. Ripston, Vice President, Human Resources, (201) 573–3346

INLAND STEEL INDUSTRIES, INC. has been involved in negotiating school reform in Chicago for several years. Inland Steel's chairman and CEO recently became the co–chairman of the Education Task Force of Chicago United — a coalition of the top business leaders in Chicago. In addition, the Chairman will serve as director of Leadership for Quality Education, a joint committee of Chicago United and the civic committee of the Commercial Club of Chicago, which will be one of the major forces in implementing school reform initiatives in Chicago.

Contact: William E. Lowry, Director, Personnel & Recruitment, (312) 899–3051

INTERNATIONAL BUSINESS MACHINES CORPORATION (IBM) has more than 550 active partnerships between local IBM offices and their community schools throughout the United States. These partnerships include a strong focus on literacy and at–risk youth programs. In one of these, as part of The Business Roundtable's education project, IBM is working with the Austin

School System to enhance the quality of education. Nearly 10,000 IBM volunteers devote their time in support of these activities. In addition to these community activities, IBM also markets hardware and software designed to improve the learning process in K–12, higher education and adult literacy programs. Through grants, faculty and equipment loans, and joint development projects, IBM has had ongoing partnerships with higher education, as well. Internally, IBM has restructured employee education, with a special focus on instructional systems design, technology delivery systems, job–based curriculum, performance measurements and individualized education.

Contact: Kenneth R. Lay, IBM Director of Education External Programs, (914) 765–5165

INTERNATIONAL PAPER COMPANY's Foundation has supported public education since 1956 in the communities where the company operates. Now known as the EDCORE (Education and Community Resources) Program, 33 districts around the country compete annually for grants designed to improve basic skills education. The current EDCORE theme is "Learn By Thinking," with special attention on the at–risk student population. More than $400,000 was awarded for the 1988–89 school year through three categories of awards: Teacher Fellowships to support efforts of individual teachers; School Projects to improve instructional capacities of the schools; and Open Opportunity Grants for district–wide educational improvement projects. Schools are encouraged to tap community resources, including those at International Paper, to enhance program activities. In addition, the Foundation hosts an annual conference at which teachers, administrators and International Paper managers focus on educational issues (as presented by recognized experts), proposal writing and business–school cooperation.

Contact: Patricia M. Freda–Chan, Vice President, International Paper Company Foundation, (914) 397–1581

JAMES RIVER CORPORATION OF VIRGINIA has a long history of working with public education, and will enhance its efforts in Richmond, Virginia, through proactive staff/executive involvement in the Chamber's

Business/Education Partnership Committee, the Virginia Council on Economic Education, the local Adopt–A–School program and newly initiated Community of Caring Program.

Contact: Tyler Bird Paul, Manager, Corporate Relations, (804) 649–4277

JOHNSON & JOHNSON's family of companies provides support to elementary/secondary education programs in its headquarters city of New Brunswick, New Jersey, and other locations nationwide where the corporation has a presence. Curriculum improvement via computer–assisted learning, special math programs and teacher/administrator training are specific interest areas. The corporation assists efforts to replicate model education programs funded by Johnson & Johnson. The corporation also conducts a national Live for Life School Nurse Program aimed at training school nurses as resources in addressing student substance abuse problems. Johnson & Johnson assists in the development of student assistance programs in selected school districts. The corporation commits additional resources for at–risk youth programs in an attempt to curb the school dropout rate.

Contact: Herbert T. Nelson, Director, Corporate Contributions, (201) 524–3255

K MART CORPORATION is involved with educational improvement efforts in Detroit through a major effort known as "The Detroit Strategic Plan," in which three of the five task forces involved deal with various aspects of public education. Through the Greater Detroit Chamber of Commerce, K mart has worked to help form the Detroit Compact. K mart recently became the retail sponsor of Invest America!, an educational program and invention competition designed to spark the development of creativity and higher level thinking skills among elementary school children. Several of K mart's stores are involved in partnership programs with their local schools.

Contact: A. Robert Stevenson, Vice President Public Affairs, (313) 643–1020

KELLOGG COMPANY will increase efforts to assist the Greater Battle Creek, Michigan, elementary and secondary education systems. Programs under–way include matching gifts of employee contributions to secondary schools,

counseling of at–risk youth, and career counseling opportunities to women and minority students interested in scientific and technical fields. Kellogg annually provides 30 international youth exchange scholarships to high school age children of employees. The company is a major supporter of the development of improved curriculum materials used in teaching health and nutrition in elementary schools.

Contact: Fred C. Buhler, Vice President, Corporate Development, (616) 961–2202

KERR–MCGEE CORPORATION has supported education for many years through contributions, matching gifts, scholarships and sponsorship/participation in Junior Achievement and Project Business programs. Employees at company field operations in various states participate in and support local school programs. To commemorate the centennials of the two comprehensive universities in Oklahoma, Kerr–McGee's home state, the company established two endowed professorships and six scholarships at each school, totalling $1 million for each university, to support excellence in educational opportunity and achievement. Kerr–McGee's chairman and CEO chairs the newly formed, statewide Education and Business Coalition, and serves on the boards of Oklahoma Academy for State Goals and Oklahoma Foundation for Excellence, all of which are actively engaged in educational reform and improvement.

Contact: Donna McFarland, Senior Public Relations Specialist, (405) 270–3991

THE KROGER CO. actively participates in various Partners in Education programs around the country. In its headquarters city of Cincinnati, Kroger's General Office has developed an innovative program intended to provide college scholarship dollars for elementary school youngsters who achieve excellent academic and attendance records. Students at Washington Park Elementary School, located in an impoverished Cincinnati neighborhood, can earn up to $300 per quarter, which is placed in an interest–bearing account for use when the student begins attending college. In addition to providing greatly needed money, the Superstars program gives students and their families a means to think of a college education as no longer a remote possibility.

Contact: Jack W. Partridge, Vice President, Public Affairs, (513) 762–4441

THE LTV CORPORATION is committed with its resources to improving education at all levels. Active programs include Adopt–A–School, providing employees on curriculum committees, providing guest lecturers to school programs, providing financial support for the Reading is Fundamental program, and giving various financial contributions for other school and scholarship programs.

Contact: Brent Berryman, Manager, Public Affairs, (214) 979–7726

ELI LILLY AND COMPANY works with a public education improvement effort in Indianapolis. In addition, the company is involved with the Partners in Education program in Indianapolis and other plant site communities; supports local public school foundations; and provides volunteers and funding for Junior Achievement, a minority engineering program, and a Big Brother and Big Sister program in Indianapolis public schools.

Contact: Stephen A. Stitle, Vice President, Human Resources, (317) 276–2981

LITTON INDUSTRIES, INC. provides scholarships as a way to contribute to the momentum of innovation and excellence in our society, and fulfill its obligation to put something back for what is taken from the whole of the system. Litton funds 25 National Merit Scholarships for children of Litton employees. Litton also sponsors a student loan program for all employees' children and has several endowment programs at selected colleges and universities. Litton established the Advanced Technology Achievements Award program to emphasize research efforts within the company.

Contact: Nancy L. Thacker, Director of Personnel, (213) 859–5014

MANUFACTURERS HANOVER CORPORATION is committed to business and education partnerships in New York. Among its many activities, Manufacturers Hanover is involved with the School and Business Alliance (SABA) through which business, education, labor and government work on policies and programs to affect positively the lives of high school students; the LaGuardia College cooperative education program, serving predominantly minority, low–income and disadvantaged students; Junior Achievement; and the After–

School Job Training program. Manufacturers Hanover is one of three original participants in the Join–A–School partnerships in New York City, and its partnership with Brooklyn's John Jay High School has contributed to a decreased dropout rate over the past few years. In conjunction with two other banks, the East Brooklyn Churches and the New York State Bankers' Association, Manufacturers Hanover initiated a model program, Nehemiah II, to address the city's school dropout problem and provide permanent jobs for high school graduates. Three years ago, Manufacturers Hanover helped create Students for a Better Community, which acknowledges the contributions of youngsters to their communities.

Contact: John M. Leonard, Vice President, (212) 286–1146; or Katherine M. Canady, Assistant Secretary, (212) 286–1150

MARRIOTT CORPORATION, in addition to its ongoing education improvement activities across the country, is in the process of discussing with the Washington, D.C., school system a range of alternative resources which would be most appropriate. The activities under consideration will seek to improve the quality of education at the elementary and secondary level.

Contact: Clifford J. Ehrlich, Senior Vice President, Human Resources, (301) 380–1902

MARTIN MARIETTA CORPORATION provides extensive resources and assistance to high schools, colleges and universities in areas surrounding major facilities in Colorado, Florida, Maryland, Michigan, Tennessee and the District of Columbia as well as nationally. Examples of activities include partnerships in education programs, loaned executives, staff in–service training, donations of equipment and services, matching gift programs and scholarships. Martin Marietta also participates in the Adopt–A–School program.

Contact: Dr. Michael A. Hopp, Director, Management and Organization Development, (301) 897–6211

MCKESSON CORPORATION, through the McKesson Foundation, Inc., has supported public education for the past 15 years, with current emphasis in the

San Francisco Bay Area. The corporation provides more than $300,000 each year to support special education programs in the public schools, and has formed partnerships with two San Francisco public high schools. Students from the two schools work at McKesson and visit their facilities for tutoring sessions with corporate employees.

Contact: Marcia Argyris, Manager, Community Relations and President, McKesson Foundation, (415) 983–8673

THE MEAD CORPORATION has long been a leader in promoting educational reform in its headquarters city of Dayton, Ohio, and Montgomery County. Mead provided leadership in the creation and operation of a Partners in Education program, which has grown to business and public sector partnerships with more than 40 elementary, middle and high schools throughout Dayton. Mead has formed a partnership with Dunbar High School and has initiated an innovative attendance program at the school. Mead leadership enhanced the funding and creation of the Dayton Public Education Fund, which has created a unique partnership with schools through Teacher Excellence, Teacher Innovation, Administrative Collaboratives and Public School Marketing programs. Mead officers were successful in leading the planning, negotiating, fundraising and involvement of 20 businesses, local and state government officials, and community leaders to obtain a $10 million grant from The Annie E. Casey Foundation to develop a private sector approach to educational reform in two Dayton middle schools. Mead also encourages management in its communities to support educational reform initiatives and employee involvement in precollege programs and activities.

Contact: Ronald F. Budzik, Vice President, Government Affairs, (513) 495–3428

MERCK & CO., INC. has been very active in support of education reform and improvement at both the community and state levels. Merck & Co., Inc.'s education development activities include supporting the Triangle Coalition for Science and Technology Education, an arm of the National Science Teachers Association; working with the New Jersey Business/Industry/Science Education Consortium; funding two institutes at the secondary and elementary levels;

convening a Science Day at Merck for high school science majors; sponsoring visiting scientists and Merck education fellows; and sponsoring a Merck Science Day Award Program.

Contact: J. Richard White, Director, Education Development, (201) 594–7909

MERRILL LYNCH & CO., INC., through its foundation, in the fall of 1988, established an educational incentive program, ScholarshipBuilder, for 250 first–grade students in inner–city schools located in the following cities: Atlanta, Boston, Chicago, Detroit, Houston, Los Angeles, Miami, New York, Philadelphia and Washington, D.C. Under ScholarshipBuilder, the Foundation will make contributions into a special investment account over the next 16 years to pay for the college education or advanced training of the participating students upon their graduation from high school. The National Urban League and its affiliates in the 10 cities will administer the program for the Foundation.

Contact: Westina Matthews, Vice President, Corporate Contributions and Community Affairs, (212) 236–4330

METROPOLITAN LIFE INSURANCE CO. places strong emphasis on improving public education. In 1984, Louis Harris and Associates were commissioned to conduct a series of important surveys on teachers' opinions and experiences. The Metropolitan Life Survey of the American Teacher represents a sustained program of research, and focuses on the teacher as a key to education reform. Metropolitan Life also initiated a Teacher Summer Business Training Program and placed 24 teachers in several areas of the company. In addition, the Metropolitan Life Foundation contributed nearly $4.2 million to teacher preparation and teacher–related education programs.

Contact: Sibyl Jacobson, President, Metropolitan Life Foundation, (212) 578–7049

MILLIKEN & COMPANY is very actively engaged in upgrading the educational level of all of its associates by working very closely with the public sector to assure a more productive and secure future for its associates and company. Many of Milliken's employees give their time and effort to serve on

"We hope to help keep the issue on the national agenda and also to hear from those closest to the action — teachers — on just how to improve our schools."

John J. Creedon
President and Chief Executive Officer
Metropolitan Life

various school boards and advisory committees. Milliken & Company offers school administrators the opportunity to participate in its Management Development programs, and very actively participates in the Adopt–A–School program.

Contact: Thomas R. Hodge, Director of Corporate Personnel, (803) 573–2936

MINNESOTA MINING & MANUFACTURING COMPANY (3M) has many educational improvement initiatives under–way, including the Temporary Summer Technical Employee Program, which involves college students in a technical study program; the Minority Undergraduate Summer Technical Program; a Cooperative Education Program with 20 schools; a Vo–Tech Work Study program, which selects students to receive training at 3M research facilities; a Science Training Encouragement Program, which involves high school students from inner–city schools who spend one academic quarter at a 3M facility learning the fundamentals of chemistry and the use of laboratory equipment; a Marketing Internship Program, which involves students enrolled in an MBA Marketing/Strategic Planning curriculum; and many other initiatives.

Contact: Donald W. Larson, Director, Community Affairs & President, 3M Foundation, (612) 733–8335

> ***"It's clear that improving education is critical if America is to tap the full potential of its people."***
>
> Richard J. Mahoney
> Chairman and Chief Executive Officer
> Monsanto Company

MOBIL CORPORATION is working on various educational improvement initiatives in Dallas; Fairfax, Virginia; and other U.S. cities. Efforts are targeted toward academic achievement, dropout reduction, early intervention for at–risk youth and teacher competency.

Contact: John M. Baitsell, Manager, Industrial Relations and Regulatory Affairs, (212) 883–5275

MONSANTO COMPANY directs more than one–third of its philanthropic funds to the support of education. The company is especially concerned that American students are falling behind in science, and places special emphasis on programs that address this critical area. Monsanto's investments in education

focus on innovative programs that have the potential for adoption by communities across the country. For example, Monsanto is strengthening science departments in public schools. It has formed a university partnership to enrich high school science programs and encourage students to continue with science in college. Monsanto supported the development of a pioneering biotechnology curriculum already being adopted in the sixth through 12th grades. In conjunction with the National Science Foundation and a science museum, it funded the first hands–on science education playground of its kind in America. Monsanto also invests in training for science teachers.

Contact: John L. Mason, President, Monsanto Fund, (314) 694–4596

J P MORGAN & COMPANY, INC. supports organizations which address the need for improvement in the quality of public elementary and secondary education in New York City. Emphasis is given to programs designed to improve basic skills of students and to improve training of teachers who teach basic skills. J P Morgan also supports projects designed to retain students in the schools and to encourage the return of those who drop out. Assistance is given to educational advocacy efforts on behalf of children and parents as well as to programs addressing adult literacy.

Contact: James T. Wallis, Vice President, (212) 483–2094

MORGAN STANLEY & CO., INC. provides support to the Careers in Office Technology program at Prospect Heights High School in Brooklyn, New York. Efforts have included offering part–time jobs to students during the school year and full–time jobs during the summer. Additionally, the firm provides staff to conduct student seminars on financial topics, and provides material and equipment support. For the past five years, Morgan Stanley has provided summer job opportunities to high school students through the Inner City Scholarship Program and the Academy of Finance. Morgan Stanley is currently exploring ways to increase their involvement with public education.

Contact: William X. Higgins, Principal, Director of Human Resources, (212) 703–6608

MOTOROLA, INC. has established a task force to influence the quality of education in the Schaumburg–Chicago elementary and secondary school systems. In Phoenix, Motorola is involved with the Governor's Blue Ribbon Commission on Vocational Education, job programs for Arizona graduates, and teacher orientation to industry. In Austin, Texas, Motorola works to expose students to business and technology and provides role models from the business community. In south Florida, Motorola works closely with the Boynton Beach and Plantation area schools on several educational improvement initiatives.

Contact: James D. Burge, Corporate Vice President & Director, Government Affairs, (202) 862–1519

NCNB CORPORATION is working with the Southern Regional Education Board to determine how they can best promote educational improvement goals for the South. NCNB officials will also encourage local offices to become involved with public education.

Contact: William A. McGee, Senior Vice President and Assistant to the Chairman, (704) 374–7555

"The corporate community must commit to education ..."

Charles E. Exley Jr.
Chairman and CEO
NCR Corp.

NCR CORPORATION plays a leadership role in educational improvement initiatives in its headquarters city of Dayton, Ohio. NCR is a founding member of the Public Education Fund, which has as its charter the upgrading of the Center City school district by a combination of teacher incentives, teacher recognition, and image building initiatives. NCR has committed $500,000 in computer equipment to a community–wide effort to improve the education of at–risk youths. This grant, along with a $10 million grant from The Annie E. Casey Foundation and $10 million from other local matches, will be used to try to reduce the number of dropouts in Dayton; combat the incidence of teen pregnancy in the schools; and move toward overall improved preparation of young people for work, the military or higher education. NCR is also a partner with an inner–city high school, and is involved with the annual SEEK program, which places school–age youths in meaningful summer jobs in industry. NCR also works with schools in Fort Collins, Colorado; Cambridge, Ohio; and New York City.

Contact: Richard F. Beach, Director, Community Relations, (513) 445–2577

NYNEX CORPORATION, in conjunction with its telephone companies, New England Telephone and New York Telephone, concentrates its educational improvement activities in the New England/New York area with special emphasis on programs that focus on children at–risk. Some of these efforts include CHOICES®, a dropout prevention, career–focused program that brings professionals into schools to explain life and career options; an Adopt–A–School partnership with a high school on the lower east side of Manhattan; a partnership with Dorchester High School in the Boston area; the Urban Scholars program, which supplies support to help disadvantaged students prepare for college; and various others. NYNEX Foundation provides funds for many important education–related initiatives, including support of the Minority Introduction to Engineering and Science summer program at MIT and the hands–on Exhibit Link at the New York Hall of Science.

Contact: Barbara W. Bates, Program Director, NYNEX Foundation, & Director, Corporate Contributions, (914) 644–7184

NATIONAL INTERGROUP, INC. plays an active role in working with Pittsburgh school systems and students to improve the educational system and keep young people in school. Intergroup is involved with the Mayor's Committee on Families, which focuses on teen pregnancy prevention, and Pittsburgh New Futures, a program geared to keeping youths in school. Intergroup employees serve on school boards and as advisors to various school systems on teacher/administrator contract negotiations. Intergroup also participates in school career day programs to aid students in career planning and college preparation.

Contact: Stanley C. Ellspermann, Senior Vice President, Administration, (412) 394–6870

NORFOLK SOUTHERN CORPORATION is currently associated with educational improvement initiatives in several cities, including an Adopt–A–School program and other efforts in Atlanta; the Tidewater Scholarship Foundation and Literacy Act of South Hampton Roads in Norfolk, Virginia; Literacy Volunteers of Mercer County in Bluefield, West Virginia; and the Virginia Literacy Foundation, Richmond, Virginia.

Contact: Joseph R. Neikirk, Executive Vice President, Administration, (804) 629–2650

> ***"Business leaders must take aggressive action to stimulate reforms in education."***
>
> John M. Nelson
> Chairman and CEO
> Norton Company

NORTON COMPANY sponsors a pilot program designed to reduce the dropout rate in a middle school (seventh and eighth grades) in Worcester, Massachusetts. The program will be run by a nonprofit training group with expertise in remedial education. School officials will designate potential dropouts to participate in a program that has a remarkable record for improving English, math and science skills. If successful, Norton plans to expand the effort through a public/private partnership.

Contact: Thomas J. Hourihan, Vice President, Human Resources, (508) 795–5000

OLIN CORPORATION's support for education ranges from matching gifts of employees and retirees to educational institutions to supporting innovative programs to combating substance abuse or to encouraging minorities and disadvantaged youths to pursue higher education. The promotion of excellence in scientific and environmental education is also one key priority of the Olin Corporation Charitable Trust. Under the Stamford, Connecticut, Business/Education Alliance, Olin and others in the business community are donating funds and surplus laboratory and office equipment to local schools as well as providing internships and other employment opportunities to local youths. Olin also participates in the Urban Education Coalition of Southwestern Fairfield County, a multi–faceted effort that includes employees serving as mentors to minority and disadvantaged students, and support for parental education efforts. Olin also provides funds so that counselors from Liberation Programs, Inc., a nonprofit substance abuse prevention agency, can use humor, role playing and other dynamic techniques in Stamford public and private schools to teach students how to develop the social skills needed to avoid the use of alcohol and other drugs.

Contact: Carmella Piacentini, Manager, Corporate Contributions and Community Relations, (203) 356–3301

OWENS–CORNING FIBERGLAS CORPORATION is dedicated to improving the quality of education in the Toledo Public Schools as well as supporting K–12 educational projects in the location of its major corporate facilities. Traditionally a major supporter of Junior Achievement, during 1988–89,

Owens–Corning significantly upgraded its participation in the Junior Achievement Classroom programs of Project Business and Applied Economics, and now supports more than 50 individual programs nationwide. In 1989, the corporation has committed resources in educational reform projects principally in the Toledo, Ohio, area. Efforts are devoted to the establishment of a Local Education Fund and participation in the projects that will result. Owens–Corning will continue to support programs that develop minorities for careers in the sciences and engineering, such as the University of California MESA Program and the $MS^{(2)}$ Program. Corporate support for K–12 programs is expected to increase threefold over the next two years.

Contact: Bradford C. Oelman, Vice President, Corporate Relations, (419) 248–8220; or Emerson J. Ross, Secretary, Corporate Contributions, (419) 248–8315.

PPG INDUSTRIES, INC. is involved with educational improvement efforts in Pittsburgh through its foundation activities. These efforts include an early childhood initiative, educational reform and enhancement efforts, including a training process for counselors, career planning projects, a science fair and competition, and economic education programs. PPG has also formed a partnership with Langley High School that focuses on promoting student achievement, increasing student self–esteem and reducing the dropout rate. Additionally, PPG initiated an educational charitable award plan for board members, which provides for a substantial gift to educational institutions upon their death.

Contact: Roslyn Rosenblatt, Executive Director, PPG Foundation, (412) 434–2970

PACIFIC ENTERPRISES is involved with radical restructuring of the California public education system through their chairman's work as chairman of the California Business Roundtable. The Roundtable has spearheaded an education reform plan and has initiated legislation in 1989 to implement that plan. Southern California Gas Company (a subsidiary) has been addressing issues related to dropout prevention through various initiatives such as the Focus on Youth, Graduate to the Future, and Adopt–A–School programs in Los Angeles. A second subsidiary, Thrifty Corporation, is also using the Adopt–A–

"Business needs to do its part to create a culture of national purpose in developing the level of participation that will prepare its citizens to be part of the future workforce ..."

Vincent A. Sarni
Chairman
PPG Industries, Inc.

School vehicle as well as the Young Black Scholars program as a means to reduce the number of dropouts.

Contact: J. Patrick Garner, Vice President, (213) 895–5095

PACIFIC TELESIS GROUP, through the Pacific Telesis Foundation, is shaping a major initiative that focuses on three elements of school reform: school empowerment, accountability and parent involvement, and anticipates that model programs will be established in various school districts early next school year. The Foundation and the corporation also fund K–12 programs, mostly in California, aimed at early childhood education, curriculum reform, dropout prevention and drug abuse.

Contact: Thomas S. Donahoe, President, Pacific Telesis Foundation, (415) 394–3688

J. C. PENNEY CO., INC. has revised their company contribution guidelines to recommend that contributions to educational efforts be increased to 30 percent of their total contributions budget. J.C. Penney has also designated high school dropout prevention and primary and secondary education as target issues. In addition, J.C. Penney will provide funds to replicate in Dallas, the Choices and Changes program currently offered to at–risk youths in Chicago public schools.

Contact: David H. Lenz, Manager of Corporate Public Affairs, (214) 591–1341

"Better education is an issue that will take the efforts of all of us to achieve."

William R. Howell
Chairman and CEO
J. C. Penney Co., Inc.

PEPSICO, INC. and its divisions sponsor a number of activities to improve the quality of education. Pepsi Cola, in cooperation with the Distributive Education Clubs of America (DECA), instituted the Learn and Earn Project to help high school students learn the fundamentals of marketing and management. The Pepsi Challenge Adopt–A–School program has been launched in Dallas and Detroit. Frito–Lay is an active participant in the Adopt–A–School program in Dallas. The BOOK IT! program, used in more than 550,000 classrooms nationwide, is a national reading incentive program sponsored by Pizza Hut for children in grades 1–6. Pizza Hut is a member of the Business Education Success Team (BEST), an education and business cooperative effort to maintain high quality education for students in Sedgwick County.

Contact: Jacqueline R. Millan, Manager, Corporate Contributions, (914) 253–3035

THE PERKIN-ELMER CORPORATION participates in several programs that strengthen its involvement with public education. In addition to scholarships at local high schools and an Inroads scholarship program in a wider geographical area, the company has been involved in Adopt–A–School programs. Under one such program with the Norwalk, Connecticut, public schools, science teachers attended a series of workshops conducted by Perkin–Elmer scientists and technologists that covered a wide range of topics relating to the company's businesses. The company also plays a role in school science fairs, and, for a number of years has published journals for associations of science and chemistry teachers from public schools in the region.

Contact: Edward Bloch, Director, Corporate Relations, (203) 762–6971

PFIZER INC. has undertaken a major review through a task force of key executives from various parts of the company. The task force has concluded that the focal point of company efforts continues to be initiatives in Pfizer communities. These initiatives should address: enhancing quality of science and math education in general, supporting professional development for teachers, improving science and math teaching and resources for middle grades 4–9, linking math and science education to its applications in the world of work and the local community, motivating more students at all ability levels to enter science and math programs, and improving curriculum and establishing standards to promote overall literacy. The primary focus will be structured programs in partnership with the local schools, which draw upon the talents and experience of Pfizer employees at all levels, having compared needs with initiatives already under–way. The approach will be piloted at the company's major site in Groton, Connecticut, and will serve as a model for other company sites.

Contact: Bruce R. Ellig, Vice President, Personnel, (212) 573–3862; or Robert L. Shafer, Vice President, Public Affairs & Government Relations, (212) 573–2593

PHILIP MORRIS COMPANIES INC. allocated substantial portions of its overall Corporate Contributions budget to education. In 1988, the aggregated

contributions to education from all Philip Morris companies, including Kraft and General Foods, amounted to some $12.7 million; during the last five years, contributions to education have totaled $50.6 million. In order to ensure that its substantial giving in education is well–focused, Philip Morris is now engaged in a critical examination of its contributions programs from which new initiatives will most likely emerge. Whether or not new programs flow from this review, the company firmly intends to continue to support programs which will improve the general level of education in the United States.

Contact: Anne T. Dowling, Manager, Corporate Contributions and Support Programs, (212) 880–5000

PHILLIPS PETROLEUM COMPANY provides free–loan educational films to U.S. secondary schools, colleges and universities on economics, science and math. The films are designed to create a better understanding of our economic system from five different viewpoints, and encourage interest and understanding in science and math. The company sponsors an annual science fair for secondary school students and a seminar for northeast Oklahoma science teachers. Phillips employees and retirees support more than 450 colleges and universities through Phillips Petroleum's Matching Gift Plan. Education receives more than 50 percent of the grants made annually by Phillips Petroleum Company and the Phillips Petroleum Foundation, Inc.

Contact: R.G. Robinson, Director, Community Affairs, (918) 661–4597; or John C. West, Executive Director, Phillips Petroleum Foundation, Inc., (918) 661–9072

POTOMAC ELECTRIC POWER COMPANY, through a series of education–related activities, reaches more than 500,000 students and 22,000 educators each year in the District of Columbia, and Montgomery and Prince George's Counties, Maryland. PEPCO joined with the District of Columbia's public school system to establish a four–year, college–preparatory, pre–engineering program at Dunbar High School, and subsequently established another partnership with Suitland Senior High School in Prince George's County, Maryland. The goal of

these partnerships is to encourage academic achievement at schools where most students are from minority communities. Other initiatives include: a Work Study Program, providing summer and vacation employment for minority college students throughout their college years; scholarships to area students and universities; Hispanic Educational Programs; Adopt–A–School efforts; and an Outstanding Science Teachers Award. PEPCO has also supported educational improvement through educational materials, plant tours, training for faculty and administrators, shadowing, classroom speaking engagements and the Institute for Educational Leadership Intern Program.

Contact: Lorraine M. Drew, Manager, Community Relations and Educational Services, (202) 872–3490

PRIMERICA CORPORATION's Chairman and CEO Sanford I. Weill serves as the Chairman of the Advisory Board, New York City Academy of Finance, which he helped found in 1982. The Academy of Finance is a two–year program for high school juniors and seniors that enables young people to learn about and prepare for careers in finance through academic study and on–the–job training. The Academy of Finance program is presently offered in seven New York City high schools and in 13 other cities across the United States.

Contact: Mary McDermott, Vice President, Corporate Communications and Investor Relations, (212) 891–8870

THE PROCTER & GAMBLE COMPANY has played a leadership role in the development of the Cincinnati Youth Collaborative (CYC). The mission of the CYC is to reduce the number of dropouts in Cincinnati, increase the number of pupils involved in early childhood education programs, improve overall academic performance, increase the number of students attending college, and increase the number of youths entering the job market. Procter & Gamble is very involved with a pilot program characterized by many educational improvement initiatives at Taft High School in Cincinnati and two schools that feed into Taft.

Contact: T.C. Collins, Manager, Special Projects, Public Affairs Division, (513) 983–6182

THE PRUDENTIAL INSURANCE COMPANY OF AMERICA has established education as a major priority. By extending leadership and financial support to various programs, The Prudential seeks to assist young people as they prepare for more meaningful futures. Chairman and CEO Robert C. Winters has been a strong advocate for education reform initiatives in New Jersey and was recently appointed by New Jersey Governor Thomas Kean to the Business Partnership of the Education Commission of the States, a national public–private education reform task force. The Prudential Foundation, the company's philanthropic arm, awards grants to educational programs nationwide, with emphasis on academic and enrichment opportunities for students from kindergarten through high school. One example of Prudential's hands–on involvement is the Newark Boys and Girls Clubs' Ready Scholars program, through which the company has adopted a class of seventh graders. Prudential is also sponsoring a dropout prevention research study which involves inner–city parents directly in their children's education.

Contact: Sheila M. Kearney, Manager, Corporate Social Responsibility, (201) 802–8945

PUBLIC SERVICE COMPANY OF INDIANA, INC. recognizes the importance of corporate involvement in the educational process. The company makes resources available to school systems throughout its service territory and encourages employees to serve as guest instructors and participate at the policy–making level of various advisory boards and committees. Public Service Indiana is also committed to equal access to education, and takes an active role in local and national programs, such as the Minority Engineering Advancement Program and Inroads to aid in the identification and development of minority talent.

Contact: Suzanne W. Bradley, Supervisor, Career Development & Employment, (317) 838–1136

PUBLIC SERVICE COMPANY OF NEW MEXICO, through its corporate foundation, launched the Distinguished Educators Award program two years ago to make grants of up to $5,000 for innovations in undergraduate teaching at

New Mexico's six public universities. The PNM Foundation endowed faculty chairs at the University of New Mexico, New Mexico State and the New Mexico Institute of Technology. The PNM Foundation also matches employee contributions to any college or university. PNM employees act as job mentors for at–risk students through the Albuquerque Business Education Compact, which is chaired by PNM's executive vice president. PNM employees also serve as unpaid substitute teachers as part of a chamber of commerce awards program for outstanding high school teachers.

Contact: Joellyn K. Murphy, Vice President, Regulatory & Business Policy, (505) 768–6219

THE QUAKER OATS COMPANY is involved in a significant educational improvement effort in Chicago, known as Chicago United. Quaker also supports Corporate Community Schools of America through the board of education and supports an effort known as Big Shoulders.

Contact: Charles E. Curry, Manager, Community Affairs, (312) 222–7377

RAYTHEON COMPANY will work with Boston University to develop and support programs for BU's major initiative — which awaits resolution of legal issues — with the Chelsea School System. Raytheon will provide financial support for this innovative effort. It will communicate with and encourage its retired employees — particularly engineers and scientists — to assist with the teaching of mathematics and science. Raytheon will also communicate with its active employees and their family members to encourage similar involvement in the Chelsea School System on the part of qualified spouses, sons and daughters.

Contact: Walter H. Palmer, Vice President, Public & Financial Relations, (617) 860–2424

READER'S DIGEST, in 1988, launched the American Heroes in Education Awards to honor teachers and principals solving problems facing schools everywhere. Each year for three years, 10 winning schools and their "heroes" will share $150,000 from Reader's Digest. Co–sponsors are the National Education Association, National Association of Secondary School Principals,

American Federation of Teachers and National Association of Elementary School Principals. Separately, the Reader's Digest Foundation supports minority education, literacy and programs to help youth achieve their potential through partnerships with the National Hispanic Policy Development Project, NAACP, National Urban League, American Reading Council and others. Also, in 1988, the DeWitt Wallace–Reader's Digest Fund, a private philanthropy, gave more than $8 million — $4 million in New York City alone — to programs to improve educational opportunities for disadvantaged youths at the precollege level. Activities included a $3 million initiative to create 100 modern library/learning centers in New York City's public elementary schools.

Contact: Carole M. Howard, Vice President, Public Relations and Communications Policy, (914) 241–5417

"As a company dedicated to the concept of corporate citizenship and community development, we understand the importance of involvement in key programs aimed at stimulating our youth to achieve their full potential."

Donald R. Beall
Chairman and CEO
Rockwell International Corp.

REYNOLDS METALS COMPANY provides substantial financial support through its Reynolds Foundation, more than half of its grants going to education, including a significant portion to secondary school systems. Since 1958, the company has awarded annual scholarships to students of the Reynolds School District, Troutdale, Oregon; and contributes to the Virginia Literacy Foundation, Richmond, Virginia. Reynolds has active Adopt–A–School programs in Colbert and Lauderdale counties, Alabama, where some of its facilities are located, and at the Franklin Military Academy (a minority institution) in Richmond. The programs at these schools stress improvement in basic math, science and communications. Additionally, Reynolds provides instructors to public schools in Virginia and Alabama to teach drug awareness, interviewing skills, and "self–image" concepts. The company is also actively involved in a Mentorship Program in the Hanover, Virginia, county school system, and has assisted in preparing a program to improve technology in schools throughout the Commonwealth of Virginia.

Contact: Thomas R. Currie, Director, Human Resource Development, (804) 281–2510

ROCKWELL INTERNATIONAL CORPORATION is involved with many innovative educational improvement efforts throughout the country — particularly in the area of science and engineering. For example, in Canoga Park and

Downey, California, Rockwell is involved with an Adopt–A–School effort; operates an engineering and science motivation program that provides internships for outstanding high school students; and is involved with the Youth Motivational Task Force, a program for involvement in low–income, minority schools. In Golden, Colorado, Rockwell operates a visiting scientist program and coordinates a Retired Educators, Scientists, and Engineers Task Team to help students succeed in technological fields by using retired volunteers to help students. Rockwell is also involved in various K–12 programs and initiatives in Milwaukee, Wisconsin; Downers Grove, Illinois; Duluth, Georgia; and many communities in California.

Contact: Robert H. Murphy, Vice President, Management & Organization, (213) 647–5066

ROHM AND HAAS COMPANY assists the Philadelphia superintendent of public schools on a special committee of business leaders organized to support public education. Among the many programs sponsored by Rohm and Haas are a new pilot program to enrich the Humanities curriculum in the teaching of poetry, an effort to invigorate the teaching of science and math, and a pre–kindergarten Head Start program which makes use of computer technology. Rohm and Haas is also involved in Philadelphia with literacy programs, Adopt–A–School programs, Adult Learning projects, Economic Education, Special Minority Engineering initiatives and an array of job–related academies.

Contact: Delbert S. Payne, Manager, Corporate Social Investments, (215) 592–2863

RYDER SYSTEM, INC., through its Foundation, has committed to work toward educational improvements in Miami, Florida. Ryder System is working with the Dade County Public School System to implement a teacher professionalization program, and has also funded an International Business and Finance magnet school in an inner–city high school. Ryder System funds academic research on dropout prevention at the University of Miami. Ryder is involved with jobs programs, Adopt–A–School efforts, and supports in–school programs for the opera, symphony, Shakespearean Theatre, Museum of Science

"Education is the keystone to future healthy communities and, particularly, the business community."

M. Anthony Burns
Chairman, President and CEO
Ryder System Inc.

and the Historical Society. Ryder System will work on future development for the Miami Compact.

Contact: Ross C. Roadman, Executive Director, Ryder System Charitable Foundation, (305) 593–4210

SIFCO INDUSTRIES, INC. has been involved in educational reform in Cleveland for many years. SIFCO's initiatives include working with the Cleveland Commission on Higher Education to promote colleges and universities in the area, and serving on the Business Advisory Council of the Cleveland Center for Economic Education, which works to make economics interesting and accessible to young people from kindergarten through high school. In addition, SIFCO works with the Inner City School Fund to raise money to help support inner–city parochial schools.

Contact: Kevin O'Donnell, President & CEO, (216) 881–8600

SANTA FE SOUTHERN PACIFIC CORPORATION is involved with educational improvement efforts in five metropolitan areas, with the bulk of activity in Chicago. Activities in Chicago include sponsoring a seminar that trains high school teachers to teach remedial English, supporting research in the area of elementary education for minority students, supporting science programs, supporting a program designed to prepare children in public housing for kindergarten, and other activities.

Contact: Robert E. Gehrt, President, Santa Fe Pacific Foundation, (312) 786–6268

SARA LEE CORPORATION encourages Adopt–A–School programs in its divisions' communities throughout the country. Sara Lee is working to build a corporate/school model for Adopt–A–School initiatives at Harper High School in Chicago. The foundation of this model initiative at Harper High School is a "partnership approach" that brings together parents, teachers, the principal and Sara Lee representatives to look for and identify ways to address the needs of the school. The Sara Lee Foundation is funding a full–time social worker at the school.

Contact: Gretchen Miller Reimel, Executive Director, Sara Lee Foundation, (312) 558–8426

SCOTT PAPER COMPANY has committed the majority of its resources to helping children in need to reach their full potential. In achieving this objective, Scott Paper has placed a primary emphasis on preschool through grade 12 public education. This national priority is being addressed in a variety of ways by Scott operations across the country. It has included Adopt–A–Schools, school restructuring, peer mentoring, summer programs to bridge the transition from middle school to high school, and drug abuse prevention initiatives. Scott involvement is driven by the particular needs and challenges being faced by schools in its communities and the company's interest in developing innovative solutions to provide the best possible environment in which a child can learn and develop.

Contact: Cynthia G. Giroud, Manager, Corporate Social Investment, (215) 522–5398

SEARS, ROEBUCK AND CO. is involved in numerous educational initiatives. In higher education, Sears funds Excellence in Teaching awards and grants to improve undergraduate teaching and learning. At the secondary level, Sears supports Cities in Schools; the Joint Council on Economic Education through its Choices and Changes and Economic Entrepreneur Education programs for at–risk students; teacher–generated proposals for at–risk students through the National Foundation for the Improvement of Education; and serves as the sole sponsor of the Chicago Public High School Academic Olympics program for 15,000 students. In primary education, Sears is involved with the Corporate Community Schools of America pilot program in Chicago, in which local corporations underwrite a preschool and elementary program in an inner–city neighborhood, and Art Volunteers in the Classroom, a joint initiative between the Chicago Public Schools and the Art Institute. In addition, Sears supports Chicago United and other community organizations involved in improving the local school system.

Contact: Robert J. Buzbee, Program Manager, Education, (312) 875–4499

SECURITY PACIFIC CORPORATION has been an active partner in public education for more than 30 years. The corporation has focused its areas of concentration primarily upon entry–level job skills training and economic

education throughout California. Each school year, more than 4,500 high school and adult students from more than 200 school districts learn skills for 17 different jobs in more than 330 of Security Pacific Corporation's California offices. Security Pacific participates in the Youth Motivation Task Force designed to reduce minority dropouts. Security Pacific has been actively involved in Junior Achievement and Future Farmers of America for more than 30 years.

Contact: Gayle Jasso, Vice President and Manager, Community Affairs Division, (213) 345–6682

SHELL OIL COMPANY is involved in many educational improvement initiatives, especially in Houston. Shell funded an effort designed by the National Urban Coalition that focuses on parental and community involvement in the early learning years. Ten Houston elementary schools are involved in the program. The Shell Math and Science Institute is designed to upgrade student performance in math and science through innovative teacher training. In addition, several schools have been adopted by Shell, and Shell scientists and others are working as volunteer tutors in math and English. Other efforts include an after–school tutorial program geared to helping children who are not doing well academically, an after–school child care program, an earth and natural science energy education curriculum, a comprehensive health education program, and many others.

Contact: Robert F. Dunphy, Manager, Community and Constituent Affairs, (713) 241–2265

A.O. SMITH CORPORATION has been a successful partner with an inner–city high school in Milwaukee for several years. In addition, A.O. Smith's Chairman and CEO has served on the Greater Milwaukee Committee's Education Committee for the past three years and is the vice chairman of the Greater Milwaukee Education Trust.

Contact: Edward J. O'Connor, Vice President, Human Resources & Public Affairs, (414) 359–4100

SOUTHERN CALIFORNIA EDISON COMPANY, under the direction and evaluation of an educational advisory council comprised of volunteer educators, provides a planned and coordinated effort of support to all levels of education, and focuses on a commitment to meeting educational objectives. Current programs are directed at motivating youths to stay in school, recognizing quality teaching, developing and delivering quality science curriculum resources, engaging in partnerships for youth at risk, and offering financial aid to deserving students.

Contact: Tani R. Walsh, Director of Educational Services, (818) 302–9137

THE SOUTHERN COMPANY, through its five electric utility subsidiaries, supports various enrichment programs to improve the quality of elementary, secondary and college education throughout its four–state service area. Programs, such as Executives On Campus, economic development seminars for secondary school teachers, and summer employment programs for disadvantaged youths are among many offered on a continuing basis. The system companies also support leadership training organizations, such as Future Business Leaders of America, and are actively involved in local Adopt–A–School programs.

Contact: Donna Norris, Director of Public Relations, (404) 668–3578

SOUTHWESTERN BELL CORPORATION and Southwestern Bell Foundation are focusing on school restructuring, teacher professionalism, early intervention and adult literacy. They support Re: Learning, a program of the Education Commission of the States and the Coalition of Essential Schools. Challenge grants will be used to develop partnerships among business, government, and education leaders at both state and local levels to support restructuring. They support Communities in Schools, an early intervention program aimed primarily at the elementary level. They were instrumental in forming a statewide foundation in Missouri targeting adult literacy. They support Dr. John Goodlad's National Network on Educational Renewal, which seeks to raise the professionalism of teacher training. They seek to clearly

"We can have a measurable and lasting impact on the improvement of quality education."

Howard P. Allen
Chairman and CEO
Southern California Edison Co.

distinguish between programs to improve the educational system and programs to help students now in the existing system.

Contact: Charles O. De Riemer, Executive Director, Southwestern Bell Foundation, (314) 235–7040

> ***"American business must serve as a catalyst for education reform."***
>
> Z. E. Barnes
> Chairman and CEO
> Southwestern Bell Corp.

SQUIBB CORPORATION's Committee on Social Responsibility has addressed the need for increasing numbers of biomedical scientists and identified the important influence of science education in the elementary grades upon students selecting careers in science. Project BEST (Biology and Earth Science Teaching) is designed to serve as a model for other corporations or institutions to address the problem of elementary science education. This program of workshops emphasizing natural history began in 1987. Summer workshops are conducted on the Princeton University campus under Princeton faculty in Geology, Geophysical Sciences and Biology. They emphasize hands–on learning about science and transferring knowledge to classroom instruction in kindergarten through fifth grade. The program goals are to: 1) build teacher confidence in formulating and solving science problems; 2) provide a variety of scientific experiences; 3) develop critical scientific skills; 4) provide a conceptual basis by reading accurate popular accounts of current "hot" topics in science; and 5) develop a colleague support system that facilitates interest in and teaching of elementary science.

Contact: Kay W. Bander, Vice President, Science and Technology, (609) 921–5158

TRINOVA CORPORATION and its operating companies, Aeroquip and Vickers, strongly support technical and economic education programs for students from grade school through college in a number of U.S. locations. TRINOVA has featured Junior Achievement's economic education programs in newspaper and radio advertising programs in northwestern Ohio and southeastern Michigan and across the nation. Vickers and Aeroquip supply products and provide technical support for industrial automation and technology programs at the high school level. In September 1988, TRINOVA and The Milwaukee School of Engineering dedicated The Aeroquip/Vickers Fluid Power Laboratory, a first of its kind in the fluid power industry. In addition, TRINOVA

has an employee matching gifts program for contributions to colleges and universities, and the company sponsors four–year National Merit Scholarships for employees' children who are named Merit Finalists.

Contact: Warren N. Bimblick, Director, Investor Relations & Corporate Communications, (419) 891–2290

TRW, INC., is involved in many educational improvement activities in Cleveland and Los Angeles. TRW is working to raise $16 million for the Cleveland Initiative for Education, a major effort to improve the quality of education, increase the number of graduates, and improve graduates' post–secondary opportunities. TRW also initiated and is playing a lead role in a task force of the California Educational Partnerships Consortium to organize and implement a statewide partnership on school reform.

Contact: John J. Castellani, Vice President of Government Relations, (703) 276–5030

TENNECO INC. operates the extensive Tenneco Business/School Partnership program designed to help upgrade the quality of education in selected schools within the Houston School District. By using business volunteers, scholarships and program funds, the Partnership better prepares students to meet the needs of an increasingly complex and technical society. The goals of the Partnership effort include reducing dropout rates, improving academic proficiency scores, increasing attendance, providing a positive view of work, encouraging students to attend college, developing community involvement, reducing rates of juvenile delinquency, and raising awareness of the need for parental involvement in schools.

Contact: Jo Swinney, Director, Community Affairs, (713) 757–3930

TEXACO INC. was one of the first corporations to support the Adopt–A–School movement, and continues to do so in many communities nationwide. Texaco also sponsors the Texaco Star Academic Challenge, a televised academic competition designed to encourage excellence among secondary school children. Texaco exposes students to astronomy through self–contained planetariums in Oklahoma and Delaware, stages student–oriented facility tours and career

days, and introduces students in Texas to opera through a local artist–in–residence program.

Contact: Peter J. Dowd, General Manager, Public Relations, (914) 253–4102

TEXAS INSTRUMENTS INCORPORATED's ongoing support for K–12 education has been directed at three levels. At the first level, support to specific schools and school districts has been primarily personnel involvement as team teachers, career counselors and mentors. On the second level, TI sponsors and provides awards to deserving students participating in regional and state academic contests, and is a sponsor of the NewsCurrents program that reaches 80,000 students a week in grades 3–12 in the three–county metroplex area. The third level has been active involvement in activities focused specifically upon influencing the restructuring of the overall K–12 education system. Texas Instruments has been actively involved in the foundation of INTERLINK, the regional vocational planning activity targeting all jobs not requiring a college degree, and is now involved in a statewide effort to begin the task of actively organizing and mobilizing the many available business, community and educational resources to a restructuring of the state's K–12 system.

Contact: William E. Wetsel, Vice President, Corporate Personnel, (214) 995–3160

TEXAS UTILITIES COMPANY supports quality education in the area served by the company in three major areas of focus. First, Texas Utilities supports the classroom teacher. Instructional print materials, film, video and classroom presentations are made available to educators for use in their curriculum. About one–half of these resources are related to electric safety. Teacher in–service programs, teacher–student symposiums and university graduate level teacher institutes are also offered. Second, the company is actively involved in Adopt–A–School programs throughout its service area. These programs provide general support for individual school building operations and instructional programs. Third, Texas Utilities is involved with business–education alliances on a state, regional and local level. This involvement is intended to make use of company resources to promote a higher level of awareness and support of the local educational establishment by business and the public.

Contact: Terry R. Griffin, Vice President, (214) 812–4687

TEXTRON INCORPORATED has numerous activities to improve education, including seminars and training programs, tuition reimbursement for degree and personal enrichment studies, and direct contribution of money, materials, and manpower to the public education system. One way in which the corporation demonstrated its commitment to improving education in the community is its direct support of TIMES^2, Inc. This program is designed to increase the number of minority students interested and qualified to prepare for careers in mathematics, science and engineering. The McCord Winn Division provides in–house mathematics and English language classes for Vietnamese and other employees as its Winchester, Massachusetts, plant. Bell Helicopter and Textron Defense Systems offer "live" courses televised from local universities. Bell Aerospace Textron provides on–premise, accredited, master's level technical and engineering courses. Textron recognizes the importance of participating in activities that improve the quality of life within the reach of company facilities, and supports the efforts of employees to participate on school committees and boards for local educational institutions and to engage in outreach programs for handicapped persons and minority groups.

Contact: R.G. Tetreault, Personnel Director, (401) 457–2468

TIME INC. supports dozens of education and literacy efforts in the areas of academic achievement, teacher recruitment and school partnerships. Time To Read is Time Inc.'s corporate volunteer literacy program. Developed as a community service program, Time To Read deploys volunteers and Time Inc. products to combat functional illiteracy. Chairman Richard Munro was founding chairman of the New York City Partnership Education Committee which continues to play an important role in several education and literacy initiatives.

Contact: Toni Fay, Director, Corporate Community Relations, (212) 522–1485; or Emelda Cathcart, Director, Corporate Contributions, (212) 522–3030

THE TRAVELERS CORPORATION supports many educational improvement initiatives in Hartford, Connecticut. These efforts stress employee involvement as well as grantmaking through The Travelers Companies Foundation. The Travelers' involvement includes early childhood education

through school–to–work experiences. The Travelers has supported programs in Hartford to strengthen the educational foundation of kindergartners, increase critical thinking and reading literacy of elementary school students, strengthen math and science abilities of junior high students, and develop leadership skills and job readiness of high school students. The Travelers also has provided substantial resources to make the entire school system computer literate. Through The Travelers Volunteer Involvement Program, 150 employees provide tutoring once a week to 150 elementary students. In addition, The Travelers serves on the local school/business collaborative, which provides work/study jobs for high school students, and on the Hartford Alliance for Math and Science Education, a business coalition working with the Hartford School System.

Contact: Nancy Van Doren, Manager, Travelers Youth Education Program, (203) 277–4178

> ***"It is imperative that aggressive action be taken to initiate reform throughout the U.S. educational system."***
>
> Stephen M. Wolf
> Chairman and President
> United Air Lines, Inc.

UAL CORPORATION (UNITED AIRLINES) is working in Chicago with a number of programs that are designed to support/improve public education. These include the Chicago United Educational Task Force, Corporate/Community Schools of America, Chicago Cities in Schools, Cardinal Bernadin's Big Shoulders Fund, Chicago Adopt–a–School program, and inner–city schools' career days and student luncheons at United's executive offices.

Contact: Eileen Younglove, Contributions Manager, (312) 952–5714

UNISYS CORPORATION, during 1989, is again sponsoring the third annual Superintendents Conference. Chief executives of the top school districts will discuss key issues facing our nation's schools, such as accountability, at–risk students and site–based management. UNISYS has developed new products which support education reform, and is involved in several pilot projects with large school districts using these new products. UNISYS microcasts™ CMI (Computer Managed Instruction) System addresses accountability of schools for improving student performance by helping teachers manage the process of monitoring and assessing individual student mastery of basic learning skills. ICON™, specialized UNISYS work stations in conjunction with innovative

instructional software, assists teachers in diagnosing and remediating students' reading difficulties and improving their writing skills.

Contact: Dagnija D. Lacis, Vice President, Education Marketing & Services, (313) 972–7146

USX CORPORATION, through USX Foundation, Inc., is involved in programs to improve primary and secondary education in 20 school districts in the Monongahela Valley area of Pittsburgh, the headquarters city. In addition, USX Foundation is actively considering assistance and involvement in similar programs in other communities where USX has major facilities and operations. Also supported are several activities on local and national levels which are designed to improve the teaching of science and mathematics in primary and secondary education, and to encourage wider student participation in such programs.

Contact: William A. Gregory Jr. Manager, USX Foundation, Inc., (412) 433–5237

UNION CAMP CORPORATION has a number of initiatives under–way with regard to improving education. Union Camp, as a company, is engaged in a number of traditional activities, such as direct grants to colleges and universities. The company funds 80 scholarships as well as provides direct support to national organizations concerned with educational issues. A special budget has been set aside to address critical K–12 educational problems in the communities where the company has major facilities.

Contact: Sydney N. Phin, Director, Human Resources, (201) 628–2248

UNION CARBIDE CORPORATION has been heavily involved over the past five years with nine school systems in the Danbury, Connecticut, area and concentrates its efforts on math and science education. Educational improvement efforts include an elementary teacher science program, a Saturday enrichment program for fifth graders, competitive opportunities for junior high and high school students, and an annual media campaign recognizing 100 outstanding teachers. In December 1988, Carbide's chairman and CEO esta–

blished a Corporate Task Force on Education. The task force is meeting with thought leaders on education reform and has hosted a two–day forum on Emerging Issues in Education for both Carbide and local educators. The meetings are designed to aid the task force in developing a broad understanding of the education issues. Recommendations from the task force for future Union Carbide involvement are expected by mid–1989.

Contact: Nancy W. Deibler, Senior State Manager of Regional Public Affairs, (203) 794–6942

UNION PACIFIC CORPORATION, through its Foundation, administers the wide–ranging philanthropic activities of Union Pacific Corporation and its operating companies — Union Pacific Railroad Company, Union Pacific Resources Company and Union Pacific Realty Company. In the field of education, grants are made primarily to private, four–year liberal arts colleges and universities, independent college funds and education–related organizations. The Foundation places emphasis on programs and projects that will either permanently reduce operating costs or produce increased income for the recipient. In addition, particular attention is directed to Union Pacific's corporate presence in the community, served by the soliciting organization.

Contact: C.N. Olsen, President, Union Pacific Foundation, (215) 861–3215

UNITED PARCEL SERVICE OF AMERICA's management people serve on the board of The Annie E. Casey Foundation. This private foundation is involved with a major, comprehensive effort to keep young people in school and improve public education. The effort is being coordinated by The Annie E. Casey Foundation. Trustees of this foundation are two retired UPS CEOs; John Rogers, current chairman and CEO; four other active UPS managers; as well as one of its outside directors. A top UPS manager, Martin Schwartz, has been assigned full time to run the Foundation. The specific program is called "The New Futures Initiative." Five cities (Dayton, Ohio; Lawrence, Massachusetts; Little Rock, Arkansas; Pittsburgh, and Savannah, Georgia) have been selected to receive grants ranging from $5 million to $12.5 million. In each city, the

Foundation has marshalled support from all levels of government, local business, the school system and social service organizations to work toward restructuring youth services to better serve at–risk children. New Futures is aimed at making long–term changes in the operation, principles, and policies by which education, employment and other youth services are administered, financed and delivered at both the local and state levels of government as well as in the private sector.

Contact: Martin Schwartz, Director, The Annie E. Casey Foundation, (203) 661–2773

UNITED TECHNOLOGIES CORPORATION believes that educational excellence is best developed and nurtured at the community level. The company is convinced that the problems facing American education cannot be resolved entirely by the schools; the community as a whole must get involved. UTC is involved in educational programs from preschool through postgraduate college. UTC's precollegiate educational support is broad–based, but focused on math and science–related programs. These programs fall into three specific areas: teacher enrichment, urban area student enrichment and student recognition and reward. UTC is also working in its plant communities to create educational linkages between government bodies, departments of education, colleges, school systems, businesses, teachers, parents and students. Tantamount to its financial assistance is the support that UTC employees give individually to their local educational institutions. The corporation and its employees are dedicated to improving the educational systems by working with them.

Contact: Richard C. Cole, Director, Contributions & Community Affairs, (203) 728–7943

UNITED TELECOMMUNICATIONS, INC. continues to be a leader in the school/community partnerships program in Kansas City, Missouri. United Telecom helped establish a college preparatory program in an inner–city high school. Test scores have increased significantly for participants in the program, which has positioned students for continuing success in their college careers.

Contact: Don Forsythe, Vice President, Corporate Communications, (913) 676–3343

> ***"The future of America depends upon the proper education of our youths today."***
>
> Richard J. Stegemeier
> President and CEO
> Unocal Corp.

UNOCAL CORPORATION has a number of educational improvement programs primarily in the Los Angeles and Orange County school districts. Unocal is a participant in the L.A. Unified Adopt–A–School program with two high schools. They provide consultants with science–oriented disciplines who visit the classroom and work with students to produce projects for a major science fair. As part of the Adopt–A–School program, students work at Unocal two hours a day, five days a week for six weeks in various departments to gain work experience. In addition, Unocal is working with the L.A. Unified Educational Partnerships program which provides teachers with a summer job at their Science and Technology Division, thus bringing work experiences back to the classroom.

Contact: W.E. Branstrom, Vice President, Human Resources, (213) 977–7548

THE UPJOHN COMPANY has supported public education in its home community of Kalamazoo, Michigan, and around the world for many years. Upjohn's most intensive partnership is with the Kalamazoo Area Mathematics and Science Center, which is designed to deliver educational experiences through a highly rigorous, sequential and integrated exposure to mathematics, science and computer science. The Center serves outstanding students from 14 high schools throughout the Kalamazoo community. Upjohn scientific and other professionals have volunteered countless hours as advisers to the Center, and the company has donated laboratory equipment and an electron microscope.

Contact: Thomas J. Vance, Community Relations Associate, (616) 323–5520

WESTINGHOUSE ELECTRIC CORPORATION has a long–term and national commitment to excellence in education. Across the United States, locations participate in partnerships with local schools, volunteer and work with elementary and secondary schools, and work with universities to provide leadership in curriculum development. Westinghouse employees and retirees tutor middle and high school students. Sites provide resources in the form of speakers and tours. Westinghouse black and Hispanic employees serve as spokespersons and community ambassadors. They are trained to speak to minority students about careers in engineering, math and science. As role

models, they visit schools and appear in the media, telling students about early career preparation. Through their own success, they show young people that tremendous possibilities exist. In higher education, Westinghouse focuses on engineering excellence and minority scholarships. Westinghouse supports many science events and provides many scholarships, for example, the prestigious Westinghouse Science Talent Search and National 4–H competition.

Contact: Cheryl L. Kubelick, Ph. D., Manager, University & Education Programs, (412) 642–6035

WEYERHAEUSER COMPANY initiatives for educational improvement fall into two broad categories — a Southern Schools program, that is in its infancy, and targeted projects. The purpose of the Southern Schools initiative is to develop long–term, comprehensive partnerships to make system–wide improvements in targeted school districts serving communities where Weyerhaeuser is the major employer. Employees have made a significant commitment as volunteers, and will provide consulting services and joint training efforts to schools. The purpose of the targeted projects has been to focus resources on specific long–term projects that will leverage a substantial improvement in some aspect of public schools in Weyerhaeuser communities. These include a $1.5 million grant for facility upgrading in Plymouth, North Carolina; basic skills, gifted education and elementary library improvements in several towns in Oklahoma; and science, computing science, business and technical education improvements in many other towns where Weyerhaeuser is an important employer.

Contact: Mary S. Hall, Vice President, Weyerhaeuser Foundation, (206) 924–3128

WHIRLPOOL CORPORATION places high priority on support of education. Many dollars go to fund scholarships for children of employees, (more than $328,000 in 1988), and to match employee contributions to colleges and universities, (about $216,000 in 1988). Another $911,000 was used for other education–related programs. For example, Whirlpool Foundation support made possible an academic industrial internship program for math and science teachers whose job it is to provide the learning environment and motivation for

local students to pursue an education in engineering, science and math. Whirlpool's commitment has been and remains focused at the Whirlpool plant community level. In addition to the monies mentioned above, Whirlpool Foundation funds are given to each plant manager to use in support of local schools. The company also provides many schools in Whirlpool plant communities with free home appliances for use in the classroom. And, countless Whirlpool employees are involved with local school boards and other educational improvement and reform organizations, all with strong encouragement from the company.

Contact: Carol L. Sizer, Manager, Public Information, (616) 926–3231

WHITMAN CORPORATION, in addition to contributions to various education support groups, has emphasized two major programs in Illinois and Chicago. The Chicago Civic Committee, chaired by Whitman's chairman and CEO, led an effort to achieve education reform in Illinois. The Illinois Legislature passed a reform bill aimed at achieving true education reform in Illinois. In addition, Whitman Corporation will establish a special endowed fund for the support of public education in Chicago. The fund will award 20 public school principals each year with a $5,000 prize for excellence in education management.

Contact: W.W. "Lars" Larsen, Senior Vice President, (312) 565–3608

THE WILLIAMS COMPANIES, INC., matches contributions made by employees to primary or secondary, public or private schools (K–12) as well as colleges and universities. Employees also are encouraged to volunteer their time as Project Business and Applied Economics Consultants in the school system through Junior Achievement. The Williams Companies adopted Washington High School in March 1984 and has continued to provide volunteers, funds for projects, printing, Williams Scholarships and internship opportunities for Washington High School students. During the summer of 1989, the company also will distribute prints of an original piece of art depicting historically significant events or places in Tulsa County. Public schools will receive the prints along with a legend and lesson plans for art and history classes. The

Williams Companies Foundation gives contributions to educational projects and institutions in areas where the company has a strong business presence.

Contact: Hannah Robson, Manager of Community Relations, (918) 588–2106

XEROX CORPORATION supports a wide range of education programs. In 1988, the dollar amount of support was just under $3 million. In 1989, it will surpass $3.5 million. Major grants are provided to organizations, such as the National Board for Professional Teaching Standards and the National Science Center Foundation. Xerox employees have also been made available to a variety of educational institutions through the Xerox Social Service Leave Program. In addition, Xerox funded the Institute for Research on Learning in 1987. Its charter is to provide long–term research into the processes of learning and into the role of artificial intelligence in reinforcing these processes. Xerox chairman and CEO, David Kearns, is an outspoken proponent of education reform. His book, "Winning the Brain Race," which he co–authored with education consultant Denis P. Doyle, has sold more than 8,000 copies.

Contact: Joseph M. Cahalan, Director, Corporate Communications, (203) 968–3445

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